

# THE RICHMOND DAILY REGISTER

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Richmond, Madison County, Ky., Tuesday, June 14, 1921

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## FLAG DAY OBSERVED ALL OVER COUNTRY

Story of the Origin of the Stars and Stripes—Governor Issues Proclamation

(By Associated Press)  
One hundred and forty-four years ago today the Continental Congress of the United States adopted the design of the United States flag. On the same day a committee composed of Gen. George Washington, Robert Morris and George Ross, called upon Mrs. Betsy Ross, wife of John Ross, a nephew of one of the committee members, and asked her to undertake the sewing of the flag. She agreed to the task, but made the suggestion that the stars in the field of blue be made with five points instead of six as had been planned. Her suggestion was accepted and she made the first flag.

Mrs. Ross was born Betsy Griscom, the daughter of Samuel Griscom. She was born in 1752 and died in 1836. Mrs. Ross, after making the first flag, received the contract to make all government flags. This contract she retained until her death and the business was carried on by her daughter, Mrs. Clarissa Wilson, until 1857.

The day of the birth of the flag has within the last quarter of a century become one of the national observances and on that day throughout the country everyone is asked to unfurl a flag over their home or place of business.

In Kentucky Gov. Edwin P. Morrow this year has issued a proclamation calling on the citizens of the state to observe the day. His proclamation follows:

"The flag of our country was born on the 14th day of June, in an hour when our forebears struggled for liberty for the equality of man and for a government of the people, for the people and by the people."

"Woven by a woman's love and faith; sanctified in the hour of its birth by being held in the hands of Washington. Made holy when it became the standard of those who fought for the greatest movement of humanity since the world began. It has been carried in honor; borne in pride; followed with heroism and devotion to this good hour."

"The flag which never sought a conquest—which never made a slave—which knows God and His children everywhere."

"Our flag! Made from the blood of our dead."

"On the day of its birth it should fly from every public building, every school house, every place of business and from every home in Kentucky."

"To every son and daughter of the flag I appeal that on the day of its nativity they shall give it to the free air and as it flies they shall pledge to it anew their unflinching, unswerving allegiance and love."

"Given under my hand as Governor of the Commonwealth of Kentucky, this the 14th day of June, 1921."

EDWIN P. MORROW,  
Governor

## Galbraith's Flag Day Statement

(By Associated Press)  
New York, June 14—A few days before his death in an automobile accident at Indianapolis, Commander F. W. Galbraith, Jr., of the American Legion, dictated a statement calling the attention of the public to the fact that today, Tuesday, June 14, is Flag Day when the people throughout the United States will, as he wanted it, "pledge again their love for the flag and their firm purpose to serve it."

More than 10,000 posts of the American Legion in this country and abroad have made arrangements to induce the communities where they are located to show proper deference to the Stars and Stripes on this day.

The Legion has been pushing a campaign to place the American flag on every public building throughout the country today. Commander Galbraith's message to the American people on the Flag Day anniversary came with peculiar force because of the sudden end of his career soon after he prepared it. It reads:

"Flags are like people. They are full of personality, endowed

## SAPIRO SHOWS HOW TO SAVE TOBACCO

Marketing Expert and Judge Bingham Present Plan To Large Audience

Aaron Sapiro told the tobacco growers of Madison and adjoining counties of a plan by which they may sell their crops on a more businesslike system than ever known before, at the Richmond Opera House Tuesday afternoon.

He was heard by a splendidly representative gathering of farmers who listened with eagerness to everything he said.

Judge Robert W. Bingham, publisher of the Courier-Journal and Times, spoke first, for ten or fifteen minutes outlining the motives and conditions of Kentucky farmers which had primarily induced him to get behind the marketing plan which he believes wholeheartedly will prove the salvation of the Kentucky farmer.

Hon. T. S. Burnham, a member of the state organization committee, presided, called the meeting to order and introduced the speakers.

Madison farmers seemed tremendously interested. The crowd was a magnificent one and almost every man present represented hundreds of acres of tobacco land and their united support of the plan will mean its success in this section.

The visitors were given a most cordial reception to Richmond. They drove through from Louisville and left soon after the meeting at the opera house was over, as they speak at Versailles tonight.

The full text of Mr. Sapiro's plan and speech is found in another section of the Daily Register today.

## Shelby County Strong for Plan

Shelbyville, Ky., June 14—More than 1,500,000 pounds of tobacco were pledged to the proposed cooperative marketing association of growers in an hour here this afternoon at a meeting called to hear the address of Aaron Sapiro, California expert on marketing.

"The contract of the co-operative association is the economic declaration of independence of the Kentucky tobacco grower," Mr. Sapiro declared. The audience burst into applause which lasted for several minutes.

At the conclusion of the address

with characteristics, traditions, deals, and faults."

"These qualities flags borrow from the nations they represent, the people over whom they wave, if a nation is great and benign, striving to make the Golden Rule an international as well as an individual tenet, then is the flag of that nation a glorious emblem and a symbol of right and truth. But if the nation is a mean, a jealous and untrustworthy group, then its flag is only a bit of colored cloth."

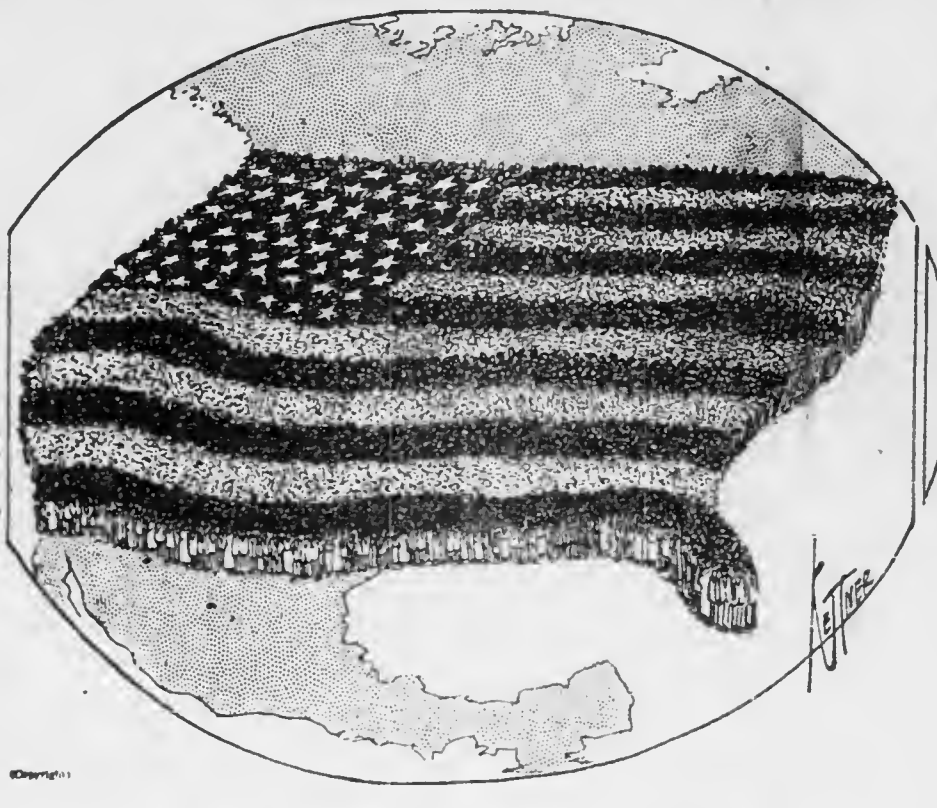
"Down through the ages men have fashioned banners; have marched beneath them into battle and toiled beneath them in peace. They have died for their flags. Flags have been the first bright thing to which the child has thrilled with recognition, the last thing taken by the soldier to his grave."

"But is the flag worthy of such reverence? Only, indeed, if those who revere it have a group conscience and a group aspiration to be honorable and just."

"Our flag was born when the nation was an infant. The breeze that first rippled its starry folds brought whisperings of troubled events, violence and bloodshed. But our flag lives on, to see the nation live and grow and prosper. Our flag has been carried into many battles but never on the side of conquest. It has known grave danger but never has been sullied by a national shame."

"This flag that ripples in the wind today is worthy of our reverence because we of this nation have striven and always must strive to keep our ideals lofty. Today we will pledge again our love for our flag and our firm purpose to serve it. Our pledge, made today and acted every day, will keep the Stars and Stripes glorious."

## One People, One Flag



## CLASS DAY PROGRAM AT MADISON HIGH

The class night exercises of the class 1921 of the Madison High School will be held on the lawn of the Madison High School on Wednesday evening at 8 o'clock. The program will be as follows:

President's Address—Lucy Twigg Maupin.  
Class Song—Class of 1921.  
Class Poem—Ray Stocker.  
Class History—Mattie Bell Jones.

Class Will—Clarence Kunkel.  
Class Musician—Webster Taylor.

Class Grumbler—Harvey Brock.  
Class Giftoffer—Ray Stocker.  
Chorus—High School.  
Class Prophecy—Estelle Stone.  
The members of the graduating class are:

Arthur Melrose Bowles  
Clarence Kunkel  
Harvey Ellison Brock  
Raymond Robert Stauffer  
Frederick Grossman  
Anna Lee Parks  
Bessie Estelle Stone  
Lucille Vandever  
H. Webster Taylor  
Lula Tindor Newby  
Sue Elizabeth Turpin  
Stella Frances McKinney  
Eva Katherine Hurst  
Hazel Mari Carson  
Bonnie Mae Stocker  
Erla Ray Stocker  
Mattie Bell Jones  
Roberta Terrill James  
Lucy Twigg Maupin

## BIG MAIL STEAL SEEMS CLEARED UP

(By Associated Press)  
Chicago, June 14—With the arrest of Paul Bolanti, grocer, and seizure in his home of thousands of dollars of new bills, Department of Justice agent today said the \$300,000 mail robbery at the Dearborn street station April 6th, is virtually cleared up. Eight men are in custody, including Big Tim Murphy, former legislator and now president of the Gas House Workers' Union, arrested yesterday when \$112,000 was found hidden in a trunk at the home of his father-in-law.

of Mr. Sapiro the growers crowded to tables scattered throughout the court house, and besieged the clerks. Many who saw that there would not be an opportunity to sign, took copies of the contract home, intending to return them, signed by their tenants and themselves in the morning.

The court room in which Mr. Sapiro spoke was crowded till there was "standing room only" for nearly an hour before he mounted the platform. The gallery was also crowded and hundreds of farmers waited in the streets and steps and in the halls of the court house till the clerks took their places at the tables and the contracts were officially offered to the growers of Shelby county.

Those who first took advantage of the opportunity were the largest growers of the county. Contracts covering amounts from 250,000 pounds down to 600 pounds, were signed in the first few minutes.

Work will be continued vigorously until the minimum of 75 per cent is obtained.

## HI BACCALAUREATE SERVICE BEAUTIFUL

The baccalaureate service at the First Presbyterian church Sunday evening for the class of 1921 of the Madison High School was one of the most beautiful that has been held in Richmond in years. The musical program stood out as one of the finest on record. Miss Davidson sang as she never sang before. The solos of Mrs. Blanton and Mr. W. L. Arnold altogether escaped the average. One of the outstanding features of the music program was the skilled artistry of Miss Nettie Kate Evans at the pipe organ. She gave evidence of musical genius which it usually takes years to acquire. The work of Miss Davidson, Mr. Perry and Mr. Arnold in the trio entitled, "Will Trust in His Love" was of the finest quality. Altogether the music program was an inspiration.

The sermon of Dr. Hutchins, president of Berea College, was a masterpiece both in thought and delivery. It was so much out of the beaten path of the usual sermon that it was most fascinating because of its newness. It fairly bristled with splendid thought and climax. Dr. Hutchins is an orator of first water. He took as his subject "The Kingdom Come" or a "World's Vision and a Day's Work."

The class made a splendid appearance; their costumes being of unusual beauty and very effective in the line of march as they entered the auditorium which was crowded with interested patrons and friends.

## MICHIGAN MAN HEADS THE LEGION

(By Associated Press)  
Indianapolis, Ind., June 14—John G. Embury, of Grand Rapids, Michigan, was unanimously elected national commander of the American Legion at a meeting of the National Executive Committee here today. He succeeds Col. Frederick Galbraith, Jr., killed in an automobile accident here Thursday.

## CARPENTIER EXPECTS TO DROP DEMPSEY FIRST

(By Associated Press)  
Manhasset, N. J., June 14—Georges Carpentier, when he meets Jack Dempsey July 2nd, expects to land the first telling punch. In conversation with his friends and adviser, Captain Mallett, he said he would drop Dempsey if the latter made a single mistake. Carpentier, said Mallett, is not afraid and things he has better than an even chance to win.

Atlantic City, N. J., June 14—Jack Dempsey developed a grudge today. Manager Jack Kearns said "it does me good to see Dempsey act up bit. It convinces me that he is about in shape." Meanwhile Dempsey said he did not need any training this week but would start in the latter part of the week and keep it up until the finish. He asserted he was never in better condition three weeks before a match, "not even excepting my match with Willard."

## KENTUCKY GIRL IS A CREAM EXPERT

Proves It By Writing Prize Essay Defeating 733 Others

(By Associated Press)  
Lexington, Ky., June 14—Miss Elizabeth Ann Hendrick, Hardinburg, has been awarded first prize over 733 contestants from all parts of the United States on a paper which she submitted in an essay writing contest conducted by a well known creamery company. It was announced here today. The subject was "How Can I Produce the Best Cream Under Conditions Which Prevail on My Farm?"

Miss Hendrick received a grade of 96 on her paper, while Mrs. A. J. Greenfield, of Wain, Okla., was second with a score of 95, and Cyril Myron Elwood, Montpelier, Indiana, was third with a score of 94.

Papers submitted by Kentuckians were first read by members of the Dairy Department of the College of Agriculture and final decisions were made by a tribunal consisting of C. W. Larson, chief of the United States Dairy Division, A. J. Glover, editor of "Hoard's Dairyman," and Prof. C. Larsen, of the Illinois Agricultural Association.

Mrs. Charles Corbitt, Jefferson, received five dollars for having submitted an outstanding paper and Miss Hendrick received a similar sum for submitting one of the best papers from the state.

Miss Hendrick's prize winning essay follows:

"The handling of cream under ordinary farm conditions is a matter requiring much pains and careful thinking. My farm is no exception."

"To properly produce cream I start at the dairy barn. The dairy barn is kept in a sanitary condition. Precautions are taken while milking not to create any dust or any form of filth that might reach the milk."

"Second, I see that the cows are healthy and that their udders and teats are properly cleaned before milking."

"Third, I use milk pails that are so far as possible seamless and contain a protective hood thus lessening the chances for the accumulation of harmful bacteria. The utensils are washed and scalded as often as used and placed in the fresh air and sunlight every day."

"Fourth, my separator is scalded and washed as often as used."

"Fifth, the cream is held at a temperature by the large deep well in which the cream is suspended. This well contains water which remains at a temperature of about 50 degrees. The cream is shipped to Louisville, a distance of about 60 miles twice to three times a week, depending on the season."

"I find that the requisites for good cream production are absolute cleanliness and a temperature while holding for shipment."

## "13" the Lucky Number

(By Associated Press)  
Marshall, June 11—The "Thirteen Club" of this city decided to put its lucky number to the test on Friday May 13. They went to Monte Carlo, staked 1,300 francs each on number 13 straight and stood breathless while the little marble spun around. Number 26 won.

## Labor Wins A Point

(By Associated Press)  
Chicago, June 14—Union labor won its fight for negotiation of agreement with the railroads by a system of federation of shop crafts acting for all employees comprising these crafts, in a decision handed down by the Federal Railway Labor Board today.

Prof. T. B. McCartney, long a professor at Transylvania University, was elected acting president when Dr. Crossfield left.

One was killed and two others are dying as a result of a fight in a circus tent in Lawrence county, when officers attempted to eject drunken men.

All of Kentucky's eight Democratic congressmen voted against the Porter peace with Germany resolution.

## Weather For Kentucky

Partly cloudy tonight and Wednesday; probably local thunder showers in west portion Wednesday; not much change in temperature.

## Today's Livestock Markets

Cincinnati, June 14—Cattle very slow; packing hogs 25c higher; Chicago 10c lower; good lambs 50c higher; tops Jersey \$13.  
Louisville, June 14—Cattle 30c steady and unchanged; hogs 80c; active and unchanged; sheep 35c; strong and unchanged; lambs 50c higher; tops \$12.

## BIG STICK SWINGS OVER U. S. EMPLOYES

(By Associated Press)

Washington, June 14—Government employees who actively oppose the administration's government reorganization plan will be dismissed, the President and his cabinet decided today. The decision is said to have resulted from spreading propaganda against the organization policy. It is understood the orders to be promulgated in approximately four or five days are said to have been bringing influence to bear on Congress to prevent readjustment of their particular bureaus.

## HERE'S IRONY OF FATE

(By Associated Press)

Louisville, June 14—Spencer Vandenberg, 30, manager of the Louisville Safety Council, and a preacher of the gospel of accident prevention, died here early today as a result of injuries sustained in an automobile accident near St. Matthews, Saturday. An automobile crashed into the rear of the car in which Vandenberg was riding and threw him and two other occupants out. The death car sped away.

## THRELKELD TRIAL ON IN NICHOLASVILLE

Nicholasville, Ky., June 14—The trial of the Commonwealth vs. Prof. T. B. Threlkeld, charged with shooting to death of Professor Denman, senior member of the firm of Denman Bros., merchant, of this city, last October, was called in court Monday morning. This is the second trial of the case, the jury last November being unable to reach a verdict. The case has caused widespread interest because of the prominence of all persons concerned that it was necessary to summon a jury from Mercer county. Fifty jurors were selected from that county and after several hours, the following were chosen to hear the case: Charles Leonard, H. T. Lyon, H. M. Cummins, F. T. Dean, J. H. Robinson, W. C. Patrick, G. T. Sparrer, M. G. Morris, C. B. Sullivan, W. M. Crews, Z. B. Teater, William Adkinson.

The prosecution is being conducted by John H. Welch, W. J. Baxter, John S. Deering, of this city; B. A. Critcher, of Winchester, and James G. Denny, of Lexington. Judge E. B. Hoover, of this city, and Maury Kemper, of Lexington, represent the defense.

The first witness to take the stand was William Denman, junior member of the firm. Mr. Denman said the trouble arose over a conversation over the telephone with Prof. T. B. Threlkeld about the sale of football tickets to the Threlkeld School games, which the younger Denman refused to buy. His testimony was the same as that given last fall.

Dr. C. A. Vance and Dr. T. B. Pearson, attending physicians, were next called, followed by Mrs. Florence Denman, mother of the deceased. The trial probably will consume several days.

A. H. Nichols, of Salvisa, Mercer county, found a baby girl on his doorstep Friday night. The little lady was about three weeks old. There is no clue to its parents. A \$5 bill was pinned to the dress. The baby was turned over to the Red Cross nurse who is trying to find a home for her.

## Ice Cream Supper

The ladies of the colored Baptist church will have an ice cream supper on the church lawn Wednesday evening, June 15, at 7:30. Come and bring your friends. 2t

## MAYOR EVANS ASKS APPROVAL OF PEOPLE

Is A Candidate For Re-election and Asks Citizens For Endorsement of His Work

The man, who, many citizens say, has made the best mayor the city of Richmond has ever known—not even excepting Clarence E. Woods—is today announcing his candidacy for re-election.

Mayor Leslie P. Evans, although determined to retire until a short time ago, has been besieged by so many citizens to again stand for the office, that he has decided to accede to their desires and is now a candidate, subject to the democratic primary.

Mayor Evans has served as the city's chief executive at a time of the most trying period. He served during the war times, when times were hard; he has advocated a bigger and a better city, a cleaner city, an improved city. Many improvements have been made during his term of office. The streets and sewers bear mute testimony to the progress that has been made and many other blessings have come to old Richmond during the past four years. He has made mistakes, of course—who has not? But they have been unintentional and his friends say that the great mass of the people know that he has honestly tried to serve them to the very best of his ability, striving always to do his duty, to do right by the poorest citizen and with a square deal always for every man, woman and child.

In a letter to the Daily Register he announces his candidacy as follows:

Mr. Shelton M. Samley,  
Editor Daily Register,  
My Dear Friend—

Some weeks ago I stated thru your paper that I would not be a candidate for reelection as Mayor of the City of Richmond. Since that time many of the people have urged me to make the race.

I have, therefore, decided to run and the support of every citizen will be very much appreciated.

It has been my earnest desire to give to the city a good administration, and if I am again honored, I shall continue that policy, avoiding by the mistakes of the past.

With the very best wishes, I am,  
Yours truly,  
L. P. EVANS.

## GEN. HALY HERE FOR A FEW HOURS

The able and beloved democratic politician and leader in Kentucky spent several hours in Richmond Tuesday afternoon. General Percy Haly, of Frankfort, drove over with his friend, Judge Robert W. Bingham, and Aaron Sapiro, tobacco marketing expert, and was given a cordial welcome by his many friends here. He was greatly impressed with Richmond's improvement since 1911, when he was here soon after Gov. McCreary was elected, and was preparing for the inauguration. Gen. Haly had more to do with securing the nomination and election of Gov. McCreary than any other man. He has always fought for victory for democracy first and stood loyally by his friends at all times. He numbers his friends and followers by the thousands all over the state. Those who knew him best, love him most.

## Thieves Loot Kevil

Paducah, Ky., June 14—Thieves driving an automobile, raided the town of Kevil, near here, early today and after blowing a safe and entering three business houses escaped. They got little of value.

## Today's Produce Prices

Quoted and paid by the Renaker Poultry Company.  
Eggs ..... 17c dozen  
Hens ..... 18c lb  
Roosters ..... 7c lb  
Broilers ..... 40c lb  
Spring Chickens ..... 42c lb  
Ducks ..... 14c lb  
Geese ..... 8c lb  
Turkeys ..... 15c lb  
Hams ..... 25c lb  
Beef Hides ..... 3c lb  
Horse Hides, No. 1 ..... \$2 each



## TWO-CENTS-A-WORD

### NOTICE TO PATRONS

Classified Advertisements will be inserted at the rate of TWO CENTS A WORD, minimum charge 25 cents.

Positively no advertisement will be accepted unless accompanied by the cash except from those who run regular ledger accounts.

When an advertiser withholds his name and substitutes a letter or number, all replies should be addressed to such letter or number, as the Daily Register is not at liberty to disclose the identity of the advertiser.

**WANTED**—To rent house 4 or 5 rooms, good neighborhood. Modern convenience. Indian Refining Company. 1364 p

**FOR SALE**—Cheap a McCormick wheat binder in good repair J. Will Wagers. Phone 888. 140 2p

**FOR SALE**—Axminster rug, 11x12, good as new; will sell cheap. B. Z. McKinney, Phone 352 or 412. 134-2

**STRAYED** from premises—A small sorrel mare pony. Telephone 808 or notify Jett Bros., Richmond, Ky. 1p

**LOST**, strayed or stolen from my farm three steers on Red House pike, three red steers, weighing about 500, 600 and 700 pounds; reward for return or information to J. Ballard. 140 2p

**CANDYMAKING** business. Start at home. Everything furnished. Men-women. \$30 weekly. Bon-Bon Co., Philadelphia, Pa.

**FOR SALE**—Thorobred Airedale puppies; 2 months old; not only good pets but all-round farm and water dogs; the most intelligent dog is. R. C. Coomer, phone 2—Waco; P. O. Speedwell, Ky. 130 10

**LOST**—Between Foxtown and Richmond, Friday morning, black coat white, return to C. L. Baldwin, phone 225—X. 132 4p

**TAKE NOTICE**—For sale or trade, a Deering Binder, good as new, just cut 30 acres of grain. Phone Calvin Agce. 21w-2w-p

**Watch for the announcement of the big Piano Contest at Muncy Bros.**

**Sweet Potato Plants**  
Our famous Porto Rico Yam potato plants set now will produce potatoes of extra fine eating and keeping qualities. Plants by express \$1.50 per thousand. Repaid mail 500 \$1.50; 1,000 \$2.50. Parker Farms, Moultrie, Ga. 136 10t

### Political Announcements

The Daily Register is authorized to announce the following as candidates for office subject to the primary election August 6, 1921, and the regular election November 8, 1921.

#### DEMOCRATIC CANDIDATES

For Representative in Legislature  
**D. WILLIS KENNEDY**  
For County Attorney  
**JOE P. CHENAU**

For Commonwealth's Attorney  
**W. J. HAYTER**

For Judge of Jessamine County  
**BEN A. CRITCHER**

For County Judge  
**G. H. ANGEL**

For County Clerk  
**JOHN D. GOODLOE**

For Tax Commissioner  
**H. O. MOHEILLY**

For Sheriff  
**HUGH SAMPSON**

For Circuit Clerk  
**HEN R. POWELL**

For Sheriff  
**WILL M. ADAMS**

For Circuit Clerk  
**CHARLES MARTIN**

For Sheriff  
**JAMES W. WAGERS**

For Sheriff  
**VAN BENTON**

For Sheriff  
**ELMER DEATHERAGE**

For Sheriff  
**SAM HUNTER**

For Sheriff  
**CHAS. S. ROGERS**

For Sheriff  
**S. D. JONES**

For Magistrate—3rd District  
**G. C. BURGIN**

For Magistrate—5th District  
**OTIS TEATER**

From Union District  
**C. L. TIPTON**

For Mayor  
**SAMUEL RICE**

For Mayor  
**ROBERT GOLDEN**

For Mayor  
**W. E. BLANTON**

For Mayor  
**L. P. EVANS**

For City Attorney  
**EUGENE MOYNAHAN**

For Chief of Police  
**H. C. RICE**

For Chief of Police  
**CLAUDE DEVOYE**

For Councilman  
**JAMES P. FULTS**

For Councilman  
**REED JUEBE**

For Councilman  
**W. L. LEEDS**

From Courthouse Ward  
**DAVE POWERS**

For City Councilman  
**G. MURRAY SMITH**

For City Councilman  
**RICE MCOWAN**

For City Councilman  
**W. C. ENGLE**

For Sheriff  
**EMMETT TAYLOR**

For Sheriff  
**WILLIAM H. BURGESS**

For County Judge  
**W. K. PRICE**

For Sheriff  
**OWEN DOUGLAS**

For Magistrate—5th Dist.  
**CRAYTON WHITTAKER**

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### Richmond Daily Register

S. M. SAUFLEY, Editor and Proprietor

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By mail, 3 months out of Ky. \$1.25

By mail, 3 months in Ky. \$1.00

By mail, 1 month out of Ky. \$1.00

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### NEWBY

Mr. and Mrs. M. M. Heathman entertained with an elaborate dinner on Sunday. Covers were laid for Mr. and Mrs. A. J. Millon and children, Mr. and Mrs. R. E. Tudor and niece, Madeline Roberts, Rev. Charles Hines, of Georgetown, Mrs. George Morton Jones and little daughter, Gene Morton, of Cincinnati.

Misses Rosa and Ruth Turner, Bernice Tudor and Mr. Strother Long, of Lexington road, were Sunday guests of Miss Bertha Long.

Misses Scottie Prewitt and Nellie Sallee were the weekend guests of Mr. and Mrs. Robert Scarborough.

Mr. and Mrs. C. G. Jenkins of Richmond, and Mr. and Mrs. Homer Jenkins, of Atlanta, Ga., visited Mr. and Mrs. Wm. Jenkins recently.

Mr. and Mrs. A. T. Tudor entertained a number of relatives and friends at dinner Sunday. Their guests were Mr. and Mrs. Thomas Jenkins and children.

Mr. and Mrs. George Millon and children, Mr. and Mrs. MacL. Millon and sons and Misses Fannie and Elizabeth Jenkins, Beatrice Tudor and Re. Turner.

Mrs. Bertha DeJarnette and Miss Geneva Haden, of Richmond visited their grandmother, Mrs. Mary Ann Haden, Sunday.

Mr. and Mrs. J. H. Millon and daughter, Ellen Heathman, were visitors of Mr. and Mrs. S. S. Millon, Sunday.

Mrs. G. M. Jones and little daughter, of Cincinnati, are visiting relatives here and are being given a hearty welcome. Mrs. Jones was before marriage Mrs. Macie Heathman and frequently visited here where she won a host of friends.

Mr. and Mrs. Jasper T. Millon were the Sunday guests of Mr. and Mrs. Arthur Taylor.

Mr. Albert Bogie is suffering with malarial chills and fever. Miss Nancy Tudor visited Mrs. Bernice and Miss Beatrice Tudor a few days this week.

Mr. and Mrs. Wm. Jenkins and daughters spent Sunday with Mr. and Mrs. Leslie Taylor at Forest Hill.

Mr. and Mrs. Leslie Tudor, of Baldwin, spent Thursday with Mrs. Jesse Tudor.

Miss Bernice Heathman Tudor is the guest of her aunt, Mrs. Rufus Jenkins.

### Best remedy for Stomach Trouble

"I am pleased to have the opportunity to say a good word for Chamberlain's Tablets," writes Mrs. Mabie Bertel, of Moberly, Mo. "I think they are the best remedy for stomach trouble. Indigestion and constipation I have never used. I have taken them off and on for two or three years and they always relieve indigestion, tone up the liver and make me feel fine."

### SOCIAL and PERSONAL

Mrs. Mary Sullivan and daughter, Miss Kathleen, will leave this week to spend two weeks in Chicago, where the latter will attend Chicago University.

Mrs. Annie Longmire, of Hamilton College, Lexington, is here this week.

Mrs. W. H. West and daughter were called to Nicholasville Monday on account of the death of a relative, Mr. J. T. West.

Miss Margaret B. Parrish is in Nicholasville this week.

Mr. J. F. Bohannon, Jr., whose father is manager of four of the mines of Elkhorn Coal Corporation in Eastern Kentucky, stopped off in Richmond and paid Hon. J. A. Sullivan a two days visit on his way home to Fleming, Kentucky, from St. Mary's College, in which he is a junior.

Attorney J. J. Greenleaf was in Lexington Monday.

### YOU'VE TRIED OTHER BRANDS—

### WHAT ABOUT A SACK OF

### MARY

### Flour

Made in Richmond and has found its way into many homes



I've tried them all but give me a Camel

I'm through experimenting. No more switching. No more trying this and that. It's Camels for me—every time.

They're so refreshing! So smooth! So mellow mild!

Why? The answer is Camels exclusive expert blend of choice Turkish and Domestic tobaccos. There's nothing like it.



# ALHAMBRA OPERA

Children, 18c; 2c war tax 20c  
Adults, 27c; 3c war tax 30c



TONIGHT

JESSE L. LASKY presents  
William DeMille's production of  
**"The Prince Chap"**  
WITH  
Thomas Meighan  
Lila Lee and Kathlyn Williams

ALSO  
**'HIS FICKLE FANCY'**  
A SENNETT COMEDY  
AND  
PATHE NEWS

WEDNESDAY  
**Harry Carey**  
in **"THE WALLOP"**  
A SURE FIRE WESTERN  
PICTURE WITH A PUNCH

A CENTURY ANIMAL  
COMEDY  
**'VAMPS AND SCAMPS'**  
AND  
PATHE NEWS WEEKLY

THURSDAY  
**ALICE LAKE**  
IN  
**'THE GREAT CLAIM'**  
A METRO PICTURE

## Elderly People Need This In Medicine Chest

To relieve chronic constipation, always keep a bottle of Dr. Caldwell's Syrup Pepsin handy.

NEARLY all people as they advance in age suffer from chronic constipation. Many, however, are indifferent to the laxative they use, on the theory that "they are all alike." That is a great mistake.

Dr. Caldwell's Syrup Pepsin, for example, is a mild, gentle liquid laxative, and it does not lose its effect with repeated use. It so trains the bowel muscles that in time medicines of all kinds can be dispensed with.

A sixty-cent bottle of Dr. Caldwell's Syrup Pepsin will last many months. The prescription was written thirty years ago by Dr. W. B. Caldwell, a well-known family doctor, who is himself now in his 82nd year and can appreciate what chronic constipation must mean to elderly people; how it brings on headaches, colds, loss of appetite and sleep, heaviness and a general dull feeling.

Every home that has an elderly man or woman should be provided with a bottle of Dr. Caldwell's Syrup Pepsin. Eight million bottles were bought at drug stores last year. It is a truly wonderful constipation remedy.



TRY IT FREE

Send your name and address and I will send you a free trial bottle of Syrup Pepsin. Address Mr. D. W. Caldwell, 112 N. Wacker Drive, Chicago, Ill. No money needed. Write today.

came as a great surprise to the friends of the young couple, as their intentions were kept secret not even the bride's mother being informed as to her plans. Miss Russell has made her home here several years. She is a very talented young artist and has made many friends here who extend congratulations and best wishes for their success in their new home at Irvine.

### D. A. R. Meeting

One of the most unique and delightful meetings ever held by the Boonesborough Chapter of D. A. R., was the one yesterday at which Mrs. Allen Zaring was hostess at her beautiful place, Chautauque du Prairie, in Jessamine county.

The day was a perfect June day than which there is nothing more perfect, and the drive through the country was an added charm. The guests assembled about noon and were ushered into the lovely old house. It is situated in a magnificent woodland on the crown of a hill and overlooks what unquestionably was one of the most perfect examples of landscape gardening that existed in this section of the country. This was in the latter part of the eighteenth century and beginning of the nineteenth. Col. David Meade, the original owner, was a man of vast fortune, and he entertained on a scale that is almost past the understanding of us of the present. Practically all of the great men of his time visited him at one time or another. Upon the occasion of the visit of Lafayette, wishing to entertain him, he built an immense octagonal-shaped drawing room with very high and beautifully paneled ceiling and beautifully carved solid walnut wood work. It was in this room crowded with the most fascinating and picturesque memories that the meeting was held Monday.

Mrs. Caperton, the regent, presided in her most happy mood. Mrs. Alice Tribble, the chaplain read the 24th Psalm. This was followed by the Lord's prayer said in unison and the singing of a chorus, "My Country 'Tis of Thee." After the reading of the minutes of the May meeting, there being several Regents and ex-Regents of other chapters present, Mrs. Caperton called on each for a few remarks. Miss Knight and Mrs. Simpson of the Truist Chapter, Nicholasville, Mrs. C. D. Chevalier, our vice-president general and Mrs. Cassius Clay, of Boonesborough, all responded most graciously.

The study of the day was Historic Homes of Kentucky. Mrs. J. G. Bosley being leader.

Mrs. Zaring gave a most interesting account of the place where we were being entertained. What not an ancestral home of Mr. Zaring, it has been in her family between thirty and forty years and she grew up on the manor stories connected with the place. Whenever Mrs. George Phelps is down for a paper something of interest is expected. Her talk on the home of Jefferson Davis and Zachary Taylor fulfilled every expectation and was charmingly given. Mrs. Caperton's talk on White Hall and Lincoln's home showed her on a subject that she was in every way familiar with. She also touched on other homes of Madison county which were of historical interest. Mrs. Mary Bates Miller followed with a few words on Ashland and Traveler's Rest, and then gave a most interesting account of Shakerstown and the Shakers. Miss Willie Kennedy read an article on "Federal Hill" and a Victrola record of "My Old Kentucky Home" sung by Alma Gluck, closed the program.

There were a great many guests from adjoining counties and the social hour following was especially enjoyable. A more delicious or elaborate luncheon could not well be imagined and comfortably seated under the

Have you tried the new 10c package?

Dealers now carry both; 10 for 10c, 20 for 20c. It's toasted.



Manufactured by The American Tobacco Co.

shade of the magnificent forest trees the company did full justice to it. One felt that the spirit of old Meade and his lovely wife must have hovered round happy in the thought that "Chautauque" and once more come into its own with the lavish hospitality and company. The party at the suggestion of Mrs. Cassius Clay, gave a rising vote of thanks to Mrs. Zaring. Speeches were called for, but alas, quite truthfully, we were all too full for utterance. It is a delightful and happy memory to carry through the summer. The next meeting will be in September with Mrs. George W. Phelps. The members of Boonesborough Chapter present were: Mesdames I. B. Arbuckle, J. G. Bosley, E. F. Burnham, J. W. Caperton, C. D. Chevalier, C. F. Chevalier, W. J. Collins, J. J. Greenleaf, J. J. Landon, Charles Jett, C. A. Keith, M. C. Kellogg, Lewis and Ames Neale, T. J. Osborne, C. D. Patton, G. W. and Samuel M. Phelps, Shelton Sargey, Mary W. Sullivan, Alice P. Tribble, Jonah Vagers, Mary Bates Miller, R. J. Furley, and Misses Laura Bright, Mary Q. Covington, Bessie D. Cox, Anne and Emma DeLamette, Laude Gibson, Willie Kennedy, Bessie Miller, Jennie Parkes, Mrs. R. L. Conlee and Miss Mae Phelps. The guests of the hostess were Mrs. G. W. Goodloe and Mrs. T. F. Covington.

Ida Francis, the little daughter of Mr. and Mrs. Clyde Barnett, is seriously ill with whooping-cough.

Mr. Charles Jett spent Monday in Lexington.

Announcement of the arrival of a son at the home of Mr. and Mrs. Chas. Michler, of Lexington. Mrs. Michler was before her marriage Miss Louise Scrivner, of the county, and has a host of relatives and friends here who are interested.

Mr. James Alverson is here from New York for a visit to his mother, Mrs. Mattie Alverson. This is his first visit in 37 years and he is receiving a most cordial welcome. Mrs. Alverson was reported better Monday.

Miss Lillian Smith has returned from Frankfort where she closed a most successful term of school.

Miss Sue Chenault is a member of a house party being entertained in the home of Miss Laura Hart in Mt. Sterling.

Messrs. Paul Burnham and James Tribble were in Lexington Monday.

Mr. Charles Powell has returned to St. Louis after a week-end visit here.

Miss Bettie McCann Perry is the guest of friends in Bardstown.

Friends will be sorry to know that Mr. Clay Shackelford is that streaks, spots, fades and quite ill at his home on West Main.

Mrs. Hale Dean, Mrs. Charles Powell and guest, Miss Bernice Collins, of St. Louis, spent Tuesday in Lexington.

## HOOOSIER SAVES MILES OF STEPS



Think of the needless steps - the wasted hours

Then You Will Realize That You Must Use a

## Hoosier Kitchen Cabinet

WHY should you endure kitchen drudgery when you can end it easily and forever? Why should you work with less efficient equipment than man? Why should you squander woman's charms in need, less steps and wasted hours?

There can be no good reason. Science leaves you no excuse. For the Hoosier Kitchen Cabinet brings kitchen freedom. It enables you to sit restfully at your work and to accomplish tasks in far less time. Do not confuse it with cupboards some times called cabinets. The Hoosier is a scientific labor-saving device—the cabinet a million and a half women use.

### SPECIAL CLUB PLAN—LOW PRICES—CONVENIENT TERMS

Price cannot withhold this great convenience—Hoosier's prices are moderate. And you need not have the cash—Hoosiers are sold on convenient terms. Should you, then, deny yourself this work-reducing, needful article of home equipment? Reason says, "No."

Come at once—today—and select the Hoosier that pleases you most. Join the Hoosier Club by

depositing \$5.00. Your cabinet will be delivered at once. Then pay the balance in small weekly payments.

We are going to make this a big Hoosier week. And we want every housewife to come and see the Hoosier demonstrated. Don't put off your visit—come now!

**Richmond Welch Company, Inc.** Phone 97

## \$8.00 Pays For Both

Subscribe For Your Home Paper

**RICHMOND DAILY REGISTER**

—and—

## THE LOUISVILLE HERALD

Kentucky's Greatest Newspaper

Both by mail only

YOU SHOULD READ THE LOUISVILLE HERALD

A metropolitan daily paper that contains a complete telegraph and cable service covering the world. State news from correspondents in all parts of Kentucky. The Herald's local service gives all the news of Louisville and suburbs. Society, Financial, Market and Sport pages are in charge of the most reliable authorities on these special subjects.

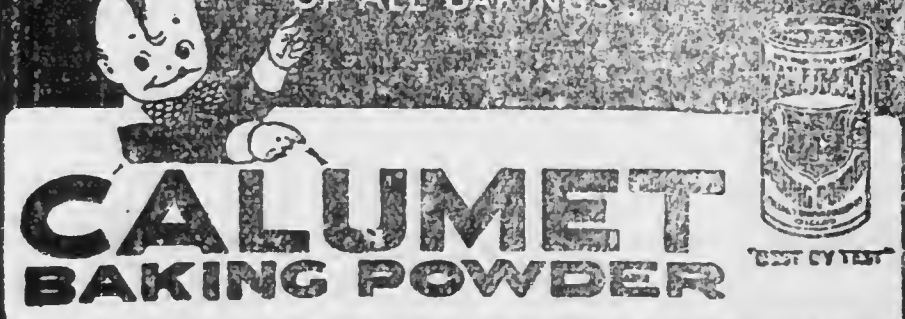
Does it mean anything to you to be supplied with a daily newspaper that interests every member of the family? Then it is the Louisville Herald you want in addition to the Daily Register.

If you also desire the Sunday Herald add \$2.50 to your remittance. Order your subscription through

THE DAILY REGISTER, RICHMOND, KENTUCKY.

YOU certainly want to save money, and you would like to have better bakings. Then use Calumet. It's the biggest thing you can do to improve the quality of your bakings—and lower baking costs. Calumet is made in the largest, most sanitary Baking Powder Factories in the World. No Baking Powder is made under better conditions—none can be better in quality. It contains only such ingredients as have been officially endorsed by the U. S. Pure Food Authorities. An absolute guarantee that it is pure.

RAISES THE QUALITY—LOWERS THE COST OF ALL BAKINGS



It received highest Awards, World's Pure Food Exposition, Chicago—Paris Exposition, Paris, France—positive proof of its superior merit. It is used by more housewives and domestic scientists than any other brand. It is sold at a moderate price. All you have to do is to compare costs to determine how much you can save by buying Calumet. Gluten is the muscle building part of flour which is of great importance. To be sure you get it in your bakings use plain flour and good baking powder, (not self-rising flour).

Calumet Cream Cake Recipe  
—3 cups pastry flour, 3 level teaspoons Calumet Baking Powder, 1/2 cup butter, 1/2 cup granulated sugar, Yolks of 3 eggs, 1/2 cup cold water, Whites of 3 eggs, 1 teaspoon orange extract. Then mix in the regular way.



## POPULAR VOTES in the Screen Face Contest

The Daily Register will assist the management of the Local Theatres in the "Screen Face Contest" which starts Wednesday, June 15th, and closes June 30. In each issue of the Daily Register a coupon will be published which is good for ONE HUNDRED VOTES in the contest. All that is required is to cut out the coupon, write the name of the lady who has entered in the contest, drop it in the ballot box at the theatre, and the management will see that she gets credit for the One Hundred Votes. You are not limited to the number of these coupons. Get as many as you like and vote them for your favorite any night during the week.

### Extra Copies Will Be Printed

During the run of the "Face Screen Contest" the Daily Register will print a large number of extra copies each day, which can be bought from the carriers at five cents each, and in this way you can help your favorite win the contest.

### Standing Of Contestants

From time to time during the "Face Screen Contest" the Daily Register will publish a list of the candidates and their standing in the contest.

**CUT OUT THIS COUPON AND VOTE**

**IT FOR YOUR FAVORITE in the Face Screen Contest**

#### DAILY REGISTER COUPON


This coupon is good for 100 VOTES for your favorite in

#### SCREEN FACE CONTEST

which entitles the winner to a trip to Los Angeles with all expenses paid.

I cast these votes for

Miss \_\_\_\_\_

THE   
McGAUGHEY  
STUDIO

Has  
Been  
Appointed

  
OFFICIAL  
PHOTOGRAPHER

In The

SCREEN  
FACE  
CONTEST

  
Have Your  
Picture  
Made Today  
And Get It  
Tomorrow

McGaughey  
Clay Building

## Have You a Movie Face?

and do you want to go to Los Angeles and become a Movie Star, with all expenses paid, together with a guarantee of an engagement with a prominent producer, at a handsome salary?—

**if so**

**Send your photo to Miss A. B. Ward**

MANAGER ALHAMBRA & OPERA HOUSE, RICHMOND, KY.

She has charge of the Screen Face Contest of the Movie Weekly for Madison county.

Slides of all photographs will be made and flashed on the screen at every performance during the contest.

**THE WINNERS ARE TO BE SELECTED BY BALLOT**

The audience may vote at every performance during the displaying period or they may retain their ballots and cast them all at once on the closing day, when they are sure they have seen all the photographs. One Ballot will be supplied with each Admission Ticket.

## Screen Face Contest

**Opens June 18th**

**Closes July 1st**

There will be three winners in each local contest. Photograph and slides of the Three Most Beautiful Girls in Madison county will be forwarded to Los Angeles, where six Judges—

**Wallace Reid,  
Victor Schertzinger,  
J. Parker Reid, Jr.  
Barbara Bedford  
Gouverneur Morris  
Gardner Sullivan**

all of whom are persons of eminence in Film Land, will select the pictures of those who appear to them to be most suitable for the screen, and these pictures will in turn, be submitted to MR. WILL V. WILLIT, one of the most eminent motion picture producers in the country. Mr. Willit will then choose ONE lady represented in the photograph selected will be the winner of the contest. "The Movie Weekly," National promoters of the "Screen Face Contest," will send this fortunate young lady to Los Angeles, and will pay all expenses of the trip. She will be given an engagement in one of Mr. Willit's productions and will receive a salary for the period of her engagement.

**THE THREE WINNERS OF THE LOCAL CONTEST WILL ALSO  
RECEIVE A 30-DAY PICTURE SHOW PASS**

The opportunity you have long waited for has come—Fame and Fortune are within your grasp—Don't Hesitate.

**Send Your Photograph Now**

If you are interested see Miss Ward at once



## Want to Feel Just Right?

Take an NR Tonight

JUST TRY IT AND SEE how much better you feel in the morning. That "foggy" headachy, tired, don't-know-what's-the-matter feeling will be gone—you'll feel fine.

**TROUBLE IS**, your system is clogged with a lot of impurities that your overworked digestive and eliminative organs can't get rid of. Pills, oils, salts, calomel and ordinary laxatives, cathartics and purges only force the bowels and prod the liver.

**Nature's Remedy** (NR Tablets) acts on the stomach, liver, bowels and even kidneys, not forcing, but toning and strengthening these organs. The result is prompt relief and real, lasting benefit. Make the test. Nature's Remedy will act promptly, thoroughly, yet so mildly, so gently, that you will think nature herself has come to the rescue and is doing the work.

And oh, what a relief! You'll be surprised to find how much better you feel—brighter, better every day.

It is absolutely or unalterably guaranteed, take one NR Tablet each night for a week, then you'll not have to use medicine every day. Just an occasional NR Tablet after that will be sufficient to keep your system in good condition—keep you feeling just right.

Get a 25¢ Box

and recommended by your druggist

STOCKTON and SON

**NR TO-NIGHT-**

Tomorrow Alright

Get a 25¢ Box



## DESTRUCTIVE FIRES

are sweeping property all over the country. Protect yourself by taking out a policy in the safest and most economical company in the country. A small cost will insure you big protection.

**J. W. CROOKE**

Office at Citizens National Bank in Richmond Motor Company Garage

### COMMISSIONER'S SALE

George Wainwright vs. Plaintiff

Nannie M. McBrum &c. Defendants

Plaintiff in partition and order of sale entered in the above styled action by the Madison Circuit Court at its May term, 1921, the undersigned Commissioner will expose to public sale, to the highest and best bidder on the premises in Richmond, Ky., on

Saturday, July 2, 1921

at the hour of eleven o'clock a. m., the following described property: A certain lot of land with improvements thereon, located in the city of Richmond, Ky., on Main street of said city, and bounded and described as follows, to-wit:

On the east by the property of L. E. Lane, on the south by the property of T. J. Smith and on the west by the property of Mrs. Mattie Buchanan. This is a very desirable piece of property, well located, and a splendid neighborhood.

TERMS—Said property will be sold on a credit of six, twelve and eighteen months, the purchaser being required to execute sale bonds with approved security, payable to the Commissioner, and bearing six per cent interest from day of sale until paid, with a lien retained on the property sold to secure the payment of said bonds and interest.

R. B. TERRILL, Master Com. M. C. C.

On the north by Main street, 14-24-1

## Saves Time - Saves Health

Here is a table drink made as quickly as you can pour hot water into the cup

## INSTANT POSTUM

delights the taste, and causes none of the harm that often comes from tea and coffee.

"There's a Reason"



### DIRECT SHIPPING PAYS BEST

When cream is ready to sell the hard work has been done and you should not permit any outsiders to make an extra profit off your efforts.

You can ship your cream DIRECT to the Tri-State and save from 3c to 7c per pound butter-fat. It is just as easy to deliver cream to a railroad station as to a cream buying station. The Tri-State pays the transportation and guarantees your cream against loss in transit.

### THE TRI-STATE BUTTER CO.

Cash Capital \$250,000.00—CINCINNATI, O.

Free Trial Cans gladly furnished to new patrons for 30 days

Most Tri-State patrons have two cans so when they take a shipment to the depot they can get the empty from previous shipment.



We guarantee your cream and cans against loss.

We pay express or baggage charges.

OUR PRICE FOR BUTTER-FAT IS

26cts

WEEK JUNE 13

## CLOSEST SCORE YET SEEN IN LEAGUE

Results When Presbyterians Defeat Second Christians By 3 to 2 Monday

| Club              | W | L | Per  |
|-------------------|---|---|------|
| First Christians  | 1 | 1 | .500 |
| Presbyterians     | 2 | 1 | .667 |
| Baptists          | 2 | 1 | .667 |
| Second Christians | 1 | 2 | .333 |
| Catholics         | 1 | 2 | .333 |
| Methodists        | 0 | 6 | .000 |

(By E. T. Higgins)

The Second Christians went down in their third straight defeat Monday on the Normal field by the score of 3 to 2 at the hands of the Presbyterians. Keith, an old time star, was selected to start for the Presbyterians while Dykes went the entire round for the Campbellites. Harry Hanger, who succeeded Keith in the fifth, did not allow a hit in the three innings he pitched. This is the best form he has shown this season and notes another comeback of which this league is flooded. Keith also pitched in old time form. The southpaw kept them guessing and allowed only three hits. He whiffed five of his opponents.

Dykes, starting his first game of the season, had only one bad inning. In this inning the Presbyterians scored all of their runs. Terrill was safe on a bunt and was advanced to third on W. Crutcher's hit between first and second. He scored on Hutchins' fluke hit to Rogers. Crutcher taking third, having stolen second. Both runners scored on R. Burnam's double between right and center. R. Burnam took second on Telford's hit over second. Keith hit into a double play, R. Burnam being the other victim. Winkler ended the scoring by striking out.

The vanquished scored once in the second and again in fourth. In the second frame Yader went to second on Winkler's wild throw to first, stole third, and scored on Carson's out at first. In the fourth Chase singled over second, stole second went to third on an error and scored on Yader's double to left. They threatened in the sixth when R. Peyton was safe on an error with none out. He stole second and third. C. Rogers worked Hanger for a base on balls and stole second. A hit would have won the game but Hanger was master and got the next three in order. In the seventh A. Turpin received a base on balls and took second and third on outs at first, but was cruelly abandoned there by Hanger when he got Creech on an easy chance.

Keith and Burnam led the victors in batting with two safe smashes. Winkler kept the Campbellites from scoring again by a fine stop off Rogers' bat as the next two followed with hits. Hanger also made a fine stop in the seventh. Three clubs tied for second but break their losing streak they will be roosting with the Methodists in the cellar.

Presby. AB R H PO A F  
Hutchins ---- 4 0 1 1 0 0  
R. Burnam 2b 4 1 2 1 2 1  
Telford b ---- 3 0 1 0 1 0  
Keith p. 1b ---- 3 0 2 5 1 0  
Winkler ss ---- 3 0 2 5 1 0  
W. Burnam 1b 3 0 1 5 1 0  
S. Deatherage lf 2 0 0 1 0 0  
H. Hanger p -- 1 0 0 1 2 0  
Terrill rf ---- 3 1 1 1 0 0  
W. Crutcher c. 3 1 1 6 1 1

2d Chris. AB R H PO A F  
D. Peyton fl ---- 4 0 0 0 0 0  
Creech cf ---- 4 0 1 1 1 0  
R. Peyton 3b 3 0 0 0 1 1  
C. Rogers 1b -- 2 0 0 9 1 0  
Chase 2b ---- 3 1 1 4 3 0  
Yader ss ---- 3 1 1 3 3 1  
Carson rf ---- 3 0 0 0 0 0  
A. Turpin c ---- 2 0 0 4 2 0  
Dykes p ---- 3 0 0 0 1 3

27 2 3 21 12 2  
R H E  
Presbyterians 003 000 0-3 9 4  
2nd Chris. ---- 010 100 0-2 3 2

Two base hits—Keith, Yader, and R. Burnam.

Stolen bases—R. Peyton, C. Rogers, Chase, Yader, A. Turpin, Hutchins, Telford 2, W. Burnam, and W. Crutcher.

Left on bases—Presbyterians 5, 2nd Christians 6.

Struck out—by Dykes 4; by Keith 5; by H. Hanger 3.

Base on balls—off H. Hanger 2; Pass balls—W. Crutcher 2.

Umpires—Norman and Gentry. Time—1:15.

Mrs. Jonah Wagers has returned from a short stay in Louisville.

## BABY BORN ON PEACE DAY

After Mother Had Been Restored to Health by Lydia E. Pinkham's Vegetable Compound

Salisbury, Mass.—"For seven years I had a female trouble and such bearing-down pains I could hardly do my housework. The doctor said, 'If you can have another baby it might be the best thing for you but I am afraid you cannot.' I began taking Lydia E. Pinkham's Vegetable Compound and my baby was born on 'Peace Day'."

Women would only take your Vegetable Compound they would have better health. I always recommend your Vegetable Compound to the neighbors."

Mrs. TRACY PATTEN, 2 Lincoln Ave., Salisbury, Massachusetts.

The experience of maternity should not be approached without careful physical preparation, as it is impossible for a weak sickly wife to bring healthy children into the world.

Therefore if a woman is suffering from a displacement, backache, inflammation, elevation, bearing-down pains, headaches, nervousness or "the blues" she should profit by Mrs. Patten's experience, take Lydia E. Pinkham's Vegetable Compound and be restored to health.

Teacher—Do you know what the Order of the Bath is?

Mickey—Sure, ma'am. In our house it's Katy, then me brudder, then me—Butler Collegian.

Cut This out and Take it with You

A man often forgets the exact name of the article he wishes to purchase, and as a last resort he takes something else instead. That is always disappointing and unsatisfactory. The safe way is to cut this out and take it with you so as to make sure of getting Chamberlain's Tablets. You will find nothing quite so satisfactory for constipation and indigestion. —June

Teacher—Henry, if you had three apples and some one gave you five more, what would you have?

Henry—I guess I'd have a pain in my stomach. Topics of the Day.

## HISLE GRADUATES AT WASH. AND LEE

Lexington, Va., June 14—Among the 95 young men who received degrees from Washington and Lee University at the commencement exercises here today was Owen Walker Hisle, of Richmond, Ky. Mr. Hisle was awarded the degree of Bachelor of Laws and expects to engage in the practice of his profession at Richmond, Ky., or in some other town in that state. Mr. Hisle has been one of the outstanding leaders on the campus ever since his entrance as a freshman in 1916. At the outbreak of the war he volunteered his services and became a member of Washington and Lee's famous ambulance unit and it was while doing service with this unit that he was awarded the Croix de Guerre for distinguished bravery in action. After the war he returned and entered the law school, where he has made a mark for himself as a student. He

## MOTHER GAVE IT

Virginia Lady Suffered With Aches and Pains Until Mother Began Giving Her Cardui.

Dublin, Va.—Miss Mary Alice Hughett residing on Route 2, near here, recently told a visitor of her interesting experience with Cardui. Miss Hughett said: "I had been suffering for some time with painful... I was pale, didn't feel like going. Would just drag around, and couldn't rest to do any good. I would suffer once a month with my back, sides and head. My limbs would ache and I didn't know what to do, but I knew I must do something, for I didn't get well by letting it run on. 'My mother is a believer in Cardui, for she saw what it did for others as well as herself, so she began giving it to me.'"

"It wasn't long before I saw a change. It was just what I needed. It regulated me. I began to eat and sleep, and the pain stopped."

"Cardui is without doubt the best female tonic made, and I am glad I can recommend it to others."

If suffering with symptoms such as Miss Hughett mentions, or other ailments peculiar to women, why not begin Cardui at once? Its merit is well established by successful use for more than 40 years.

Try Cardui! Your druggist sells it. NC-138

## YOU KNOW--

That the majority of headaches require a laxative before permanent relief can be expected. The "Lax" in

Look For The Red Trade Mark **ASPER-LAX** TRADE MARK Accept No Substitute

THE LAXATIVE ASPIRIN

Is as necessary to the permanent elimination of your headache as steam is to the locomotive. For the same reason it is guaranteed to satisfactorily relieve

Colds, Influenza, LaGrippe, the Pains of Neuralgia, Lumbago and Rheumatism.

A trial will convince you that our formula is right.

A FEW CENTS MORE THAN THE ORDINARY

At All First Class Drug Stores The "Lax" Gently Acts Box 15 Tablets Price 30c

has been prominent in all branches of athletics and captained this year's baseball team. He is a member of the Phi Kappa Psi fraternity, the Phi Delta Phi honor society, and Omicron Delta Kappa which latter initiated only those who have distinguished themselves as leaders on the campus. Besides this he is a member of every honorary local legal fraternity and Omicron club in the University.

## "The Truth about Mexico"

An Illustrated Lecture by

### DR. FREDERICK MONSEN

Doctor Monsen knows Mexico thoroughly. His is a vigorous, authoritative presentation of the truth about our sister republic.

FIFTH NIGHT

## Redpath Chautauqua

Just One of 17 Big Attractions Season Tickets Only \$2.75, Plus 10% Tax

REDPATH CHAUTAUQUA

## "HOW CAN I GET WHAT I WANT?"

??????????

WELL, What do you want? Have you tried to get it? Does any body besides yourself know that you want it? Do you know how to get it?

## Listen to this

A green salesman was employed by a large piano house in metropolitan city. The first week he sold more pianos than any other salesman on the staff. On Saturday the manager called him into the private office, shut the door, and said:

"Young man, I want to ask you just one question—How do you do it?"

"That's easy," replied the young man. "Instead of calling on just a few 'prospects' scattered all over town, I assume that every one is a prospect and stop at every home."

## "Everyone is a prospect"

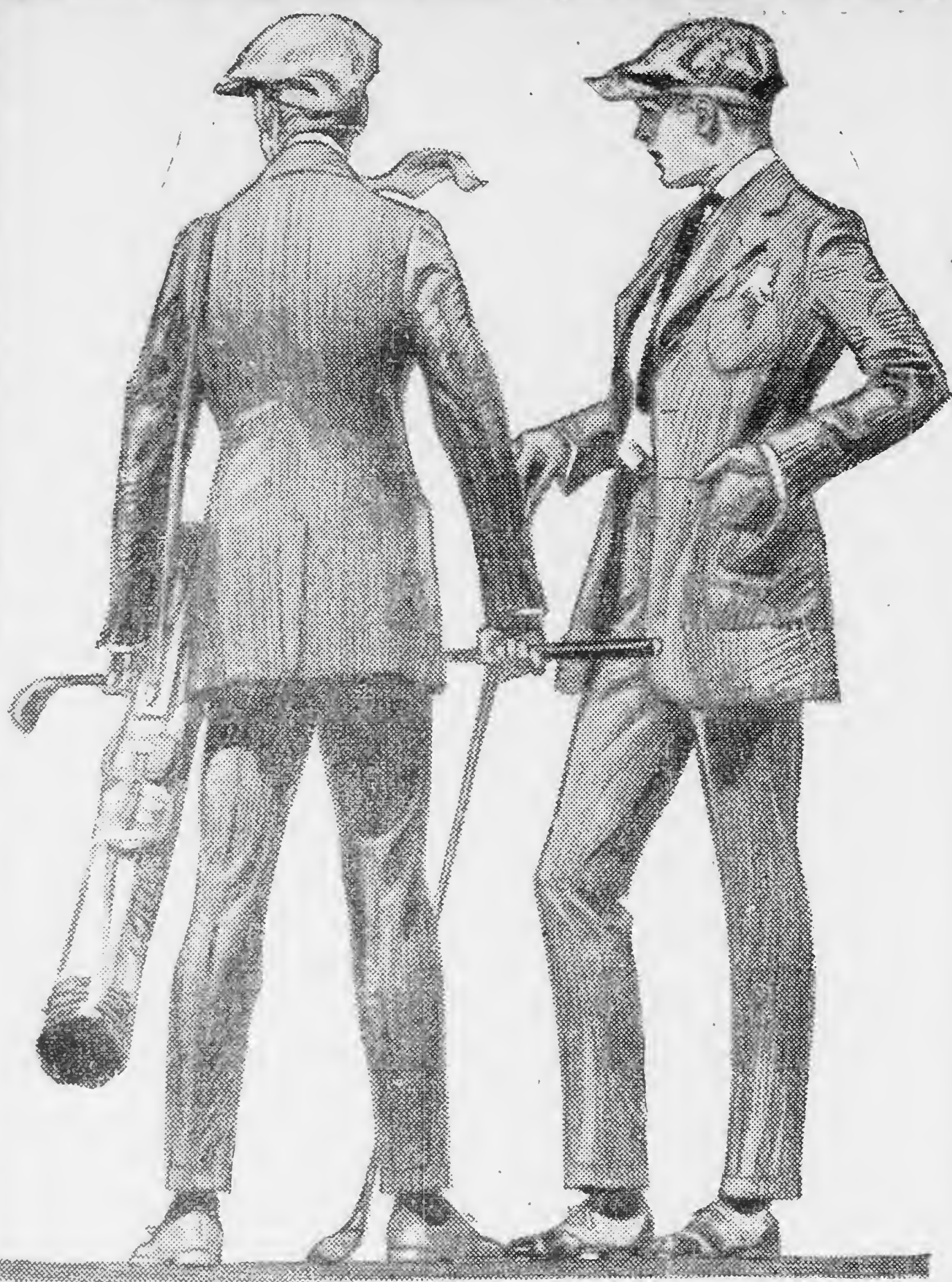
The DAILY REGISTER Want Adv. assumes that everyone is a prospect. It puts what you want before many thousands of people every day—for a few cents. Phone a Want Adv. to the DAILY REGISTER and—get what you want.

## THE RICHMOND DAILY REGISTER

PHONE 69

PHONE 69





Copyright 1921 Hart Schaffner & Marx

Even the price helps  
keep you cool  
**\$20.00**

That's very little to ask for one of these  
fine hot weather suits made by Hart  
Schaffner & Marx

Styled and tailored with the same care  
as their more costly all-wool suits

Sold by us on a mighty small profit to  
keep the price down

**J. S. Stanifer**  
The Home of Hart Schaffner and Marx Clothes

#### COMMISSIONER'S SALE

Freeman Prather's Heirs, Pliffs.  
vs.  
Freeman Prather's Heirs, Dfts.

Pursuant to judgment and order of sale entered in the above styled action by the Madison Circuit Court at its May term, 1921, the undersigned commissioner will expose to public sale on the highest and best bidder on the premises at the hour of 11 o'clock a. m., on

Saturday, June 25, 1921

the following described property: A parcel of land in Madison county, Ky., lying on the west side of the Kirksville and Kentucky River turnpike, and bounded as follows: On the north by the Gilead cemetery; on the east by the turnpike; on the south by the Gilead church; and on the west by the property of Alex Ray, and con-

taining one acre. On this land is a good dwelling house and buildings.

TERMS—Said property will be sold on a credit of six and twelve months, the purchaser being required to execute sale bonds payable to the commissioner with approve security, and bearing 6 per cent interest from day of sale until paid, with a lien on the property sold to secure the payment of said bonds and interest.

R. B. TERRILL,  
Master Com. M. C. C.

For the Relief of

Rheumatic Pains  
When you have stiffness and soreness of the muscles, aching joints and find it difficult to move without pain try massaging the affected parts with Chamberlain's Liniment. It will relieve the pain and make rest and sleep possible.

Teacher—Is there any connecting link between the animal and vegetable kingdoms?  
Willie—Yes, mam! Hash.—Atlantic City Union.

Used 40 Years

**CARDUI**

The Woman's Tonic

Sold Everywhere

#### MORE QUESTIONS FOR THE SCHOOL BOARD

The School Board is asked to publish in a somewhat specific fashion the actual plans and specifications of the new building proposed to be erected on the grounds of Madison High School.

An impression, no doubt, erroneous, has gone through the community that a large part of the money will be spent for what voters consider non-essentials.

For instance, will there be hardwood floors throughout the building, or will there be any hardwood floors—if so, how many?

Few of taxpayers of Madison county have hardwood floors in their homes; and soft wood floors, much less expensive, last a long time.

Will there be a lofty bell tower or cupola costing in the neighborhood of five thousand dollars?

Just how complete a theatre with scenery, dressing rooms, wings and foot lights will the auditorium seating twelve hundred be? What will be its approximate cost?

What is the estimated cost of the gymnasium and what will be its equipment? How much of the present gymnasium, whose reported cost was four thousand dollars, will be used?

Do the plans for the new central plant include a swimming pool and a moving picture apparatus?

How many rooms at Madison High School which could be used for recitation or other school purposes, are now used for residential purposes?

In these days when we hear so much of constructive policy, is it not destructive policy to abandon a site on which the salvage, if sold on that site would be worth according to well known contractors, from fifteen to twenty thousand dollars, to a site where according to same authorities the salvage would be useless, risking at the same time the loss to the city of a very valuable piece of property decided for school purposes?

These questions are asked in no arping or critical spirit but in order to give the School Board an opportunity to give much wished-for information to the public.

There is not a voter in the county who does not wish and intend that as soon as is possible here shall be erected a splendid building, preferably two, with every essential to the comfort and well being of the pupils—auditorium, proper lighting, proper heating, adequate recitation rooms and seating capacity, adequate toilet facilities—and above all—good teachers.

I assume that there are few who would spend recklessly the people's money at a time when their own is already overburdened with taxation.

Honest, economy, and thrift—elf reliance and independence—regard for the rights of others—these are the virtues which were practiced by the men and women who founded the republic—many of whom walked barefooted for miles to the wretched little building which served as a school house in those early days.

May these virtues continue to be taught in our modern buildings which represent modern progress.

—A Taxpayer who wishes the very best for all concerned.

#### CREDIT MEN WANT BUSINESS RELIGION

(By Associated Press)

San Francisco, June 14—Plans for an educational campaign against "economic illiteracy" to be conducted this summer by the National Association of Credit Men were announced today by J. H. Tregoe, secretary-treasurer of the organization.

The entire machinery of 130 affiliated associations of credit experts will be utilized, Mr. Tregoe said. An effort will be made to cultivate a proper understanding of fundamental economic laws in business.

"The qualities of a real religion in business are the qualities for which we will strive," the report said. "American business men must typify always the highest commercial qualities and stand for something that can always be relied upon for the faithful and generous performance of contracts. This is the goal upon which we must fix our eyes."

#### COAL QUESTION?

Do you realize that the market is stronger today than a month ago?  
Do you know that today there is no car scarcity?  
Do you know today only 30 per cent of the miners are working and only 25 per cent of the mines are open?

Everything to stop the movement of coal will be in evidence latter when wheat, cattle and balance of crops to move—Watch the price go up—

**F. H. Gordon**

PHONE 28

All Kinds Building Materials and Supplies

#### 'GREATEST MOTHER' NEEDS HELP AGAIN

Mrs. W. H. Grider, chapter chairman of the local Red Cross, has appeals for help from Pueblo, Col., and the destitute of Europe.

President Harding has issued an appeal for help for the Pueblo sufferers. Mrs. Grider submits the following about conditions in Europe.

Now the shelves of the store-room are almost empty. The "Children's Clearing House" needs clothing for another thousand children. Outside the gates are women who have walked 60 miles up and down such terrible mountain trails as few Americans can imagine, carrying on their heads their babies in their wooden cradles and bringing relief to children whose naked bodies show through scraps of patched rags, and whose devastated souls show in their morose eyes.

The store-room is almost empty. Every little garment is treasured with miserly care, and some of those children outside the gates will have to wait until new clothes come from the American women at home.

A group of women gathered round the door of a hovel out of Vienna scattered as the American Red Cross nurse approached.

"A new baby there," one of the women volunteered.

The nurse went in and found the mother lying on a few handfuls of straw with a thin wall coming from a newspaper bundle near her told of the presence of the new arrival.

It was bitterly cold—so cold that the nurse found her fur coat quite comfortable—yet this baby ad for its only covering a sheet of newspaper.

Taking off her flannel waist, the nurse wrapped it around the wee mite of flesh until she could get hold of a layette. Thousands of layettes are needed in Vienna alone.

In its two years' fight against disease in Poland the Red Cross has found the generally unclothed condition among the population of that war-stricken country one of the greatest obstacles in its path.

What little clothing these people had was found, in virtually every instance, the lair of thousands of typhus lice and, in the process of delousing, the frail garments often came from the machines absolutely unfit for further use. Replacing these garments was an impossible task.

Nurses who come into direct contact with maternity cases reveal thousands of instances where in not one article of clothing is to be had for the new-born infant. These children from their birth

are wrapped in whatever can be found in the desolate homes, some times a bare room in which eight or ten other children are living, whether it be a bit of rag or an old newspaper.

One nurse writes from Poland: "Conditions here are almost beyond description. The city is full of refugees and poor, all of whom are in desperate need of clothing and very few of whom are ever seen on the main streets because, having no clothing and being self-respecting as well as desirous of remaining indoors to keep warm, they do not venture out. I have found countless small boys at home in bed when they should have been in school, because they had absolutely no clothing."

"I find patients living in cellar or sub-cellars which have no windows. Usually very old people

and infants live in the same room, the only ventilation being that which comes in through the open door and neither the old nor the young can long endure the intense cold. The only relief supply is that which may be picked up in the streets. Added to this, very few families have any blankets."

#### Booze is Not a Good Cure

From the Ames, Ia. Intelligencer.  
When a man comes to you all doubled up with pain and declares he will die in your presence unless you procure him a drink of whiskey, send him to a doctor or else give him a dose of Chamberlain's Colic and Diarrhoea Remedy. There is a mistaken notion among a whole lot of people that booze is the best remedy for colic and stomach ache. June.



#### Thoroughbred Horses Annual Summer Meeting at **LATONIA**

(Convenient to Cincinnati)

June 4th to July 9th

#### Stakes:

WAGGON HANDICAP  
Saturday, June 4th  
CLIPSETTA STAKES  
Saturday, June 4th  
LATONIA DEBBY  
Saturday, June 11th  
QUICKSTEP HANDICAP  
Saturday, June 11th  
ENQUIRER HANDICAP  
Saturday, June 18th  
HAROLD STAKES  
Saturday, June 18th  
TEN BROCK HANDICAP  
Saturday, June 25th  
LATONIA OAKS  
Saturday, July 2nd  
CINCINNATI TROPHY  
Saturday, July 2nd  
INDEPENDENCE HANDICAP  
Monday, July 4th  
DANIEL BONE HANDICAP  
Saturday, July 9th

The unusually high class of the horses on the ground, the excellence of the program book and improved accommodations for patrons combine to insure the success of the meeting at the popular Latonia Course.

Those who visit Latonia this month will enjoy the finest sport in its history.

**Kentucky Jockey Club**  
Incorporated  
Latonia, Ky., Course

**EXCURSION**  
**CINCINNATI, OHIO**  
and return via  
**\$3.15 L&N \$3.15**  
SUNDAY, JUNE 19, 1921  
Special train will leave Richmond 6:33 a. m., returning will leave Fourth St. Station, Cincinnati, 6:30 p. m. Standard time (7:30 p. m. city time). For further information consult local Ticket Agent.

**Walsh Tailoring Co.**

All patterns are exclusive with me.  
Personal attention from the proprietor for every customer. Careful attention to every detail—and the very best clothes possible to produce.  
Are you the kind of man that kind of service appeals to? My new Spring and Summer Suitings are ready for your choosing a pattern.

**WALSH**  
LOUISVILLE, KENTUCKY.



RICHMOND, KY., MADISON COUNTY, KY.

# AARON SAPIRO EXPLAINS MARKETING PLAN TO SOLVE KENTUCKY'S TOBACCO PROBLEM

The low prices offered for Kentucky Burley tobacco when it was placed upon the block at the opening of the current season impelled Judge Robert Bingham, president and publisher of The Courier-Journal and The Louisville Times, to attempt to form a co-operative marketing association among the growers.

He knew from various sources that such growers' movements had been successful elsewhere in stabilizing marketing and price conditions. He had learned from a friend, Mr. Bernard M. Baruch, former chairman of the War Industries Board, that this great financial genius had patriotically been interesting himself in ameliorating the condition following low prices to the cotton growers of Mr. Baruch's native State of South Carolina. So Judge Bingham asked Mr. Baruch if he would discuss tobacco growers' organization with a selected committee, and Mr. Baruch quickly consented.

The committee that went to New York to see Mr. Baruch was composed of Mr. John W. Newman of Versailles, Dr. Samuel H. Halley of Lexington, and Mr. Ralph M. Barker of Carrollton. Judge Bingham was represented by Mr. Arthur Krock, editor of The Louisville Times. At that meeting the good offices of Mr. Baruch were definitely obtained and close study was applied to the situation.

Later Judge Bingham had several conferences with Mr. Baruch and confirmed his judgment to bring to Kentucky for a conference with tobacco men Mr. Aaron Sapiro of California. Mr. Sapiro has been the guiding genius of the great farm commodity marketing associations of the Pacific slope which have transformed that land into a horn of plenty out of which stable and excellent profits come to the producers of prunes, wheat, oranges, beans and eggs. Judge Bingham brought Mr. Sapiro to Kentucky to outline these co-operative plans to a selected committee of men, all of them interested in the production of tobacco all of them growers and some of them bankers and warehousemen as well. The committee met with Judge Bingham and Mr. Sapiro at The Seelbach in Louisville for two days, March 25 and 26.

When Mr. Sapiro had outlined the California plans, had practically applied them to the Burley tobacco growing condition and had answered all the questions addressed to him, the meeting enthusiastically and unanimously declared for the feasibility of his plan and authorized Judge Bingham, as chairman of a Committee on Organization, to name such a committee and to proceed with the movement. Judge Bingham named W. E. Simms of Woodford, James C. Stone of Fayette, Ralph M. Barker of Carroll and John T. Collins of Bourbon to serve with himself as the nucleus of the committee to be increased later.

In this section today there is published substantially in full the address made by Mr. Sapiro which persuaded a representative clear-headed group of Kentucky tobacco men that there is a way to stabilize the price and marketing of Burley tobacco. It is a brilliant and masterly presentation of the general subject of commodity marketing by the greatest expert in that line in the world. It is as valuable a document as this newspaper has ever had the privilege of publishing.

Very soon organization of the various Burley counties is to begin as the basis of such an association as Mr. Sapiro has outlined below; and, when that has been achieved, contracts will be published and distributed and signatures will be solicited.

When and if at least seventy-five per cent of the Burley tobacco acreage has signed, the greatest rehabilitation movement in the history of this State will begin.

## THE STORY OF RAISINS.

MR. SAPIRO—I am going to take the liberty of telling you first the complete story of how one of these products was organized. I am going to take raisins, because raisins are quite similar to tobacco in some particulars. Then I will generalize from that and tell you how big the whole movement is in California. Then I will take the principles and show you what is practically universal in all these associations. Then I will make an application of those principles to your tobacco situation and see if between us we can arrive at some possible solution for your tobacco difficulties.

Remember, in all of this I am not so much concerned with any one particular crisis as I am with the entire system of marketing. It is just so happens that the tobacco industry has passed a crisis in this year. It is remarkable that it has not been facing that kind of crisis almost every year. This particular crisis is simply dramatizes the need for a better system. So when I talk to you I am not giving you a temporary or a stop-gap to meet this 1920-21 crisis. I am going to talk about things that will work a change in your fundamentals of marketing, something that means a complete substitution of a new system of marketing for what we think is a very haphazard and somewhat speculative (to put it mildly) marketing system.

As to the history of the raisin industry of California I will try to show you the problems they have and just how they solve them, and I am going to point out to you certain errors they made and how they are getting around these errors.

**The Growers' Problem.**

First, all the raisins in the United States are produced in one district. That district is in California. It almost corresponds to your Burley problem. The San Joaquin Valley is centered in the town known as Fresno. Along in the eighties and nineties they discovered they could grow very good raisins in that district. The only other raisins we Americans come in contact with are some from Spain and Greece, and then, of course, some small currants? But the California raisins were supposed to be as good if not better than any other raisins in the world as they develop them there in that Fresno district.

For a while, when that district started, the growers made very distinct fortunes. They took these dry lands around Fresno, put a little water on them, and made a tremendous increase in the value of the land and real profits on the crops. In fact, they made so much that the land became fairly well advertised and by 1900 there were literally thousands of people in that whole Fresno district growing raisins. You could go hours and hours and hours driving through tremendous vineyards in which Easterners had put large fortunes. Attracted by the climate of California and by the ease of growing raisins and the distinct profits in the raisin industry, late in the nineties so many of those fellows had come to California and had planted these vineyards that there was a very obvious

ated up to the point where they could consume the average crop. If they ate 20,000 tons of raisins a year they were doing well. And the crop was beginning to edge over 20,000 tons a year.

**Technical Conditions.**

Raisins grow like regular grapes, on vines. Then they are dried in the sun and get rather dirty, so they have to be sterilized and processed, and then some of them are seeded and others are pitted in clusters. Others are raised as seedless raisins, and they of course are picked and packed likewise.

But there was another factor that must intervene before raisins could go from the vineyard to the wholesaler or broker who bought them. There were ten buyers in California in 1900 and during the period after that, who handled raisins. There were five big ones, always called the "High Five," and five little ones called the "Low Five." If you didn't sell your raisins to the High Five or the Low Five or one of their representatives you could use the raisins on the farm and feed them to the hogs. The ten buyers were the only possible outlets for the raisins of California. Of course these firms were more or less intimate, there were so few people involved. They lived primarily between Fresno and San Francisco. They were familiar with the bankers and commercial elements and in touch with one another.

It is much easier to get even a legal sympathy between ten men than it is between forty or fifty or going beyond that into the thousands. And that proved, as I will later indicate to you when I tell you of the old buyer system of California. So the growers kept on producing raisins because they had the vines and the ground, and the vines simply would produce, and they had to produce in order to try to make some money out of their investment and their labors.

About the year 1900 the growers weren't simply making enough money out of raisins even to pay the cost of production. So, under the leadership of a man named Kearney they started to come together. They didn't have much vision, they didn't quite know how to do it. They didn't know the exact system. They knew that somewhere in Europe the growers had gotten together. They knew that in the southern part of the State the growers were trying to get together but had not yet struck the right system. They started little packing houses, trying to organize the industry on a localized basis. That blew up. They formed some arrangement with the High Five, and that blew up. Then they arranged to deliver the stuff for packing to the High Five and sell some of it on commission or basis. That blew up.

**Foreclosing on Mortgages.**

So, for a series of years they experimented trying to find some way out. No matter what experiment they used, each year found the growers going behind. From 1900 to 1911 the crop every year left the whole group of growers practically poorer than they started. Some individual growers might have made money in one of these years but as a class they had a loss. If you want the best commentary on the situation, just look up the records of the banks and count the foreclosures.

gates. You will find more mortgages on vineyards in one year between 1900 and 1911 than in the ten years between 1911 and 1921. Any one year greater than the aggregate total of the ten years!

The real story behind this was this: Somehow or other no two buyers representing competing firms rarely went to one grower during any one season. You might get a Guggenheim buyer one year and a Rosenberg buyer the next year. But you would not usually get both a Guggenheim buyer and a Rosenberg buyer in any one season. The same thing, I suppose, has been practiced on growers all over the country at appropriate times.

**The Buyers' System.**

The buyers would come out in February or, say, early in March; and in February or March no buyer on earth can tell what is going to happen to the raisin crops. But they would go around talking to the growers, gossiping with them, calling on them to make connections. They would run up and down the State. Like Satan in the Book of Job they were going up and down the land discovering crops, and they always knew from all signs there was going to be a tremendous crop in California. They would simply pass the word to the grower. They would say, "We are going to have a huge crop, possibly 60,000 tons, and you know, of course, the United States won't eat 60,000 tons." They would leave that kind word with the grower. Then, perhaps, they would come back in two weeks, visiting the different districts and saying, "We have been through all the districts and all the signs point to a 60,000-ton crop this year. Half the growers are going to feed their raisins to the hogs. There is no market." Then they would always suggest, "If you don't believe me you had better go in town and talk to the bankers, talk to your neighbors, and see what they say."

Of course the fellow trudged in town the next day to talk to the banker, who had no independent source of knowledge. The banker would have exactly the same data. The High Five and the Low Five peddled it. The banker would mean to be friendly but, not knowing any better, he would always tell the same story. The motive always was to create the impression of a huge crop.

**Effect on the Growers.**

By the end of March they would always have the growers around the district fairly well scared, and the growers would begin to think what they should do with their crops. Each fellow would have in his mind a picture of the other man who did actually feed his raisins to the hogs in some other year; he would also have a picture of the mortgage he had on his vineyard; he would also have a picture of the fact that a little money—even a loss—is better than no money at all.

The growers would begin to get worried. About the beginning of April these buyers would come around with sheets of regular contracts. The buyer knows the grower. He would say, "Now, Bill, we are buying raisins. We are going to buy a certain number and when we reach that amount the books close; we don't take another penny, because we can't sell any more. We don't want to get stuck." Bill, after a moment's thought, would say, "What is the

## Expert Who Proposed Plan



AARON SAPIRO OF CALIFORNIA, WHO HAS OUTLINED PLAN FOR MARKETING KENTUCKY TOBACCO.

The answer would be, "Our price this year is 1 cent a pound." It will interest you to know that raisins sold as low as half a cent a pound during that period, from 1900 to 1911. The grower probably would say, "I can't produce raisins at that. The university people told us it costs somewhere between 2 and 3 cents to produce raisins, depending on whether we have cheap land or land more expensive. If I sell my raisins at 1 cent I lose money every time I raise a ton." The buyer would say, "Rosenberg is buying at a cent a pound. We have to sell against them, we can't offer more than those fellows are getting raisins for. You had better sell at 1 cent a pound than to feed the crop to the hogs." It is the same situation you have in Kentucky today, the very thing.

Then the buyer would say, as the grower still hesitated, "I will tell you what to do. You think this over and I will come back next week and you talk it over with your wife and your next door neighbor and see what to do. I don't want to urge you if you think it isn't right."

**The Grower Weakens.**

Right that week Bill leaned over the fence and talked to the next fellow. "What is the almost univer-

nie your word of honor you won't say a word about this to your next door neighbor, for it will get me in Dutch if you do. I will give you a price of 1 1/4 cents if you will sign right now." Bill would break a leg to get his name on that contract at 1 1/4 cents a pound, because he would think he was getting a little more than his neighbor. Bill would sign that contract and take his loss and be relatively happy on it because he was putting something over on John Smith who lived next door. Probably the same stunt would be pulled on John Smith. He would likewise sign at 1 1/4 cents a pound because he thought he was putting it over on Bill his neighbor. That used to be the great stunt of the buyer. They all worked on the same psychology—that the grower never cared about a fair price, all he cared about was that his price was relatively better than his neighbor's. Of course the grower got the worst of it under that condition.

**Gathering the Spoils.**

May, June and July would come on and the raisins started to mellow. September would come and when the raisins were actually picked it would turn out that probably there was a crop of only 25,000 or 30,000 tons, and the raisins would then be sold to the broker at perhaps 6 or 7 or 8 cents a pound, and the brokers or the packers would make a huge fortune on the raisins and the growers would inevitably go backwards.

They experienced that thing year after year. They used to say that every crop of raisins in California made at least five new millionaires. I think that was a slight exaggeration—but it helped to build up a few millions in San Francisco and a couple in Fresno, but not among the growers.

**The Counter Movement.**

That went on until 1911. In 1911 some of these wise growers got together to figure out how many more years they had to "lose." They estimated the investment when they originally started, figured out how it had become impossible to pay off mortgages, in fact, how the mortgages were usually increased. A couple who were most desperate said, "We will tell you what to do. Let's go into town and talk to the merchants and bankers and big fellows there and get advice from them. If we are going to get cleaned out let us save what we can and move to some other section and go in a decent line of business." They went to town—they had acquired experience—one went to a real estate firm and offered to sell his ranch. They said, "Where are you located?" He told them. They said, "How much do you think it is worth per acre?" He said, "Well, I think it is worth at least \$100 an acre." "How much will it cost to put out your vines?" He said, "\$15 to \$20 an acre." They said, "Your land is worth \$80 an acre, that is all we will offer." They told him the land was worth more with the vines out than with the vines in. That was 1911, in Fresno. It taught them a little lesson.

They talked it over with the bankers and told the bankers they were going to throw up their hands. They couldn't pay their mortgages. They told the position they were in financially. These were dis-

Finally some of the bankers—particularly one named Mannheim, who has since died—made it possible to form this organization. They said "You fellows down here don't want to lose heart. Get a lot of growers to gether and we'll see if we can't work something up. The orange growers have gotten on their feet since 1905. You men ought to be able to do something. Get the growers together and talk this over."

**Early Conferences.**

So, at the suggestion of some of the bankers and merchants, they started in and called some more conferences and some meetings around Fresno and these other towns to figure out what was wrong with the raisin growers and with Fresno. The merchants were pretty sore, for Fresno was one of the dearest towns you could imagine. Up to 1911 Fresno was always the joke town of California. It never progressed or advanced. The merchants were getting really sick and tired of it.

They started in to hold conferences to see if they could work out something with the raisin industry. These growers were not all little men—in fact, the men who came into these conferences were the biggest and the best of the growers, the men who, above all, could be expected to do something, but were absolutely helpless because the industry was breaking them. They didn't have packing house plants, they couldn't give the merchants any business.

The first great shock the growers received was at one of the conferences Mannheim, the banker, got up and said he was tired of having them look on him as a Shylock. "You fellows," he said, "have only two or three conferences with me. You come in the bank and borrow money and take a mortgage. The next time you see me is when you come in next year to explain why you can't pay the interest on the mortgage. Then you come in the next year and explain the same thing, or ask for more money on your crop. I can't give it to you. Then we have another conference when I send for you to tell you that I have to foreclose. A lot of you fellows hate me and think I am your enemy. I am not your enemy, I am your friend. I don't want you to lose money. I don't want to take a foreclosure. I want you to make money, and then I want you to deposit the surplus. I want to lend to all the merchants in town and have them develop a big business. I want the town to be prosperous so I can make money. I tell you what I will do. If you fellows will get in and do something for yourselves and get out of the rut, and learn how to solve your own problem all the way through, I will put every penny of my personal resources and those of the bank behind you."

**Something Starts.**

The growers could hardly believe it. One told me afterwards that he didn't know whether he was awake or just dreaming, that something might happen to him some day. He looked around and there was the old man still talking to him. So it really was true.

Mr. Mannheim sat down. Then the biggest merchant there—how do you call him?—he was dis-

He said when he came to Fresno expected to have a big store, he had dreams of putting in a big stock of fine furniture and clothes and having utensils and things of that nature, and that when friends from San Francisco came down he would show them and show them a store as fine as any in the city. "But now," he said, "when friends come down I do take them to the store. All I can get is cheap things, overalls and brooms and things like that. You fellows do make enough to buy decent things for the store. The only way I have made money is to buy mortgages and foreclose. I have made a little money that way, but I don't want to make money off vineyards. I want to make money off my merchandise."

He then announced that if the growers would get in and do something for themselves which would put a better system of merchandising, would put every penny he had behind them.

**Co-operation Is Disclosed.**

When the growers got this dose of confidence from these various sources, they began to think for the first time. After a while these suggestions began to crystallize. Always discussion in the different conferences centered on the same thing, and the growers decided to start everything in one big movement. They started in to organize a big co-operative association. They decided to organize with capital stock so they could move the blind alley and put in packing plants for themselves. Then they would take their stuff and try to reach the trade direct. They realized that every time they tried to do with the so-called High Five or Low Five, they had been mulcted and plied.

I want to say that the plan they finally adopted is not now recommended in its entirety. I will explain to you. It is not a plan that is recommended in California as far as the form is concerned, because it made errors in form, though none in economics. They made errors in the best lawyers in the world would have made at that time. They decided to organize a corporation with a million dollars capital and get the money from two sources. First, a lot of the bankers decided to follow Mr. Mannheim's lead, and put money into this thing. They knew they could get subscriptions from some of the merchants. The bankers, men just



# CALIFORNIA RAISIN GROWERS SET EXAMPLE

One of Louisville's Many Warehouses



well and his followers. The grower had no money, but they were to set up their personal notes, for a year or two, and the bankers like Weinheim and his associates agreed to handle them by taking the note of an association supported by these notes of the individual growers, discounting the association notes at face value. That is: if they took a group of growers' notes for \$1,000, the association would issue a note for \$1,000, attach the growers' notes as collateral and the bank would discount it at the current normal rate of interest for six months, and keep discounting a note until they had money in from the crop to pay the growers' notes. They decided they would go on that plan first.

The first contract. They drew up a form of five-year contracts under which it was agreed that these could be signed only by growers. Under this contract the grower agreed to deliver to the association the total of his crop, all the raisins he produced, for a term of five years. Then the association would sell all the raisins and grade them, would first separate them into three—seedless, seeded and cluster—and it would separate them by grades within each of these. Then they would sell all the raisins—seedless in twenty-five-pound boxes, seeded in small cartons, some in large ones. They might put them out under different brands and labels and then all; they would give the same price to each grower, depending on amount he put into any pool of particular type and any particular variety. Then the association would let what it estimated was the cost of doing business, advertising and so on, and limit the dividends on stock per cent.

They signed all the contracts content on signing up 75 per cent of entire raisin acreage of the State of California. That represented 75 per cent of the entire raisin acreage of the United States. In short, these growers consciously hit on the idea you must have commodity control in order to have a merchandising look. They hit as growers on the idea that John D. Rockefeller and his leaders of industry in the United States have agreed to fundational, as the growers were practically forced to until the raisin growers first overtook it. They discovered it constantly in 1911.

Then they started in some of the ways they turned up their hands and said, "We wouldn't think of such a thing. Do you think I will give up my individuality?" They would say, "Like tucky, California has been depeped from good-thinking and good-caring people. The early Californians, especially during the gold era, was the same type as the Kentuckian. He was a thinking fellow who had a gun. Other growers got up said, 'Talk about your great individualism! How much profit have made out of it in the last two years? It must be great being a great individual. Tell me how much you had to say about the prices you for raisins in the last two years.'"

Nothing, I admit. Then what are you losing? You not losing anything, simply taking over the right, taking it from the Five and giving it to yourself. think we are trying to convert from an independent American serfdom, whereas it is the opposite story."

The Shock Troops. However, growers got up all over room and objected. One fellow cted to a five-year clause, thought as too long. Others objected to a year clause because it was too t. They had differences on that. ally they argued all those things and decided if they would go in all they would go in on a permanent as. They had had enough years of other experience, and they knew was wrong and thought they at as well give this thing a real ee and see what they could do. y knew they could not make com-cial covenants on a one-year basis. one in the trade would deal with a for fear of being punished by the Five or the Low Five the next when the growers didn't have an ization. They said, "A long contract or nothing. Either go in the line or don't start."

lot threw up their hands when spoke of getting a 75 per cent act. "We cannot get that many," said. The big fellows said, "If an't get 75 per cent, we won't start!"

ey broke up a series of confer- by deciding to try out the sys- They were to have five-year con- under which the grower tied self up tight to deliver his raisins the association, while the associa- agreed to sell and give him his ata of everything, conditioned on er cent of the signatures. en they put on a campaign to get signatures. They started out in is. Merchants and bankers went teams. Ministers went with the s, and school teachers. It was a growers' problem at all; it was a community problem. The whole-ard of living, the whole prosper-

ing a decent profit for the grower. It was not simply a question of money, it was a question of a higher standard of living and all that makes up modern social life. That is why all the elements of the community joined in, everybody felt that his interests were bound up with those of the grower. They put on a real campaign. Rowell was the leader. The bankers and merchants got into line, and the growers followed. By the time they finished with the campaign they had a little over 75 per cent of the entire raisin acreage tied up tight under those five-year contracts.

Organizing. After they got the contracts they selected trustees. The trustees elected the directors. The directors were all raisin growers. This was a great safeguard to the growers. Each director was a raisin grower, and his raisins were in the same pool as those of every other member of the association. They couldn't get a good price for their stuff without getting it for the smallest fellow in the whole group. They couldn't put a charge on the other man's raisins without putting it on themselves.

The first thing these directors had to do was to perfect financial conditions. By that time \$1,000,000 had been subscribed. Three hundred thousand dollars, or a fraction over, was subscribed by the banks and merchants and the friends of the movement. That was in cash. Almost \$700,000 was subscribed by the growers—that was chiefly in notes because they didn't have the money. But they discounted on this arrangement and got all the money they needed to put up their initial plant, and before the first of the year was over they had a group of plants running, and packing their own raisins.

When those directors first met they said, "We fellows are pretty important growers, but as growers we are absolutely ignorant of marketing problems. We are not fit to do the selling. That is not our game. We haven't the connections. We must get managers, experts, who can do this thing." They found the man most generally recommended as general manager was James Madison of San Francisco and Fresno. They got hold of Madison, talked business with him and said they would like to get him in as general manager. He was highly recommended not only by the growers but by the bankers. Madison said yes. They said, "We want, of course, to pay you a fair salary; it is a big job you will have to take care of, at least three-fourths of the raisin industry." Madison said, "I am listening."

They said, "Let's get together." Madison told them he was directly interested, and if there was any chance of serving the growers without actually depreciating himself he would be happy to do it.

Plans of Management. Finally they hit upon an arrangement of paying him \$17,500 as general manager plus a bonus, and for the five years in which he served as general manager the annual bonus added to the salary amounted to from \$22,000 to \$25,000. It was worth every penny, and perhaps a great deal more. Madison went down and took immediate charge of the whole business. But Madison was no business fool. He realized that he didn't know everything in the world. The best men always realize that. He proceeded to get assistants for himself. He was given carte blanche to get any assistants, with only one rule—they must be experts. They are not backward in any of these co-operative associations. If you want a transportation man, always take him from the roads. If you want a finance expert, get him from the banks. Get experts. Pay what you have to pay but get experts.

He got experts. He got a man in as sales analyst, a sales expert. The two of them started to study it out together with the question, "Why is it they don't sell more raisins?" Then came one of the most interesting discoveries ever made in any food industry in the United States. This sales analyst took the figures of sales and deliveries of raisins in the United States. He found that the whole sales only wanted raisins in October and November. The retailers wanted the stuff in November and December. In November and December they sold over 90 per cent of the raisins. They studied and then announced that they knew what was the trouble with the raisin industry. They said, "The trouble is the American people think the raisins are made to be eaten Thanksgiving and Christmas and no other time." Those fellows began to think. They started to give figures and show the times of delivery and sales. They began to realize that they never saw raisins in their own homes or the places they visited except on holiday occasions. They realized the real weakness of the whole situation—people were thinking of raisins as a holiday confection and not as a good food and confection all the time.

They said, "What can we do about that?" The sales expert said, "We must see if we cannot get the people of the United States eating raisins all through the year, in July as well as in November and December." They said, "How will you do it?" "Advertise, advertise in the magazines and in the newspapers." Just as if you will look in this morning's Courier-Journal you will see their ad "Sun Maid Raisins." He said, "I will show you how. Spend a couple of hundred thousand dollars in advertising and you will get back ten times that in increased prices for raisins."

Again they asked, "When and how?" He said, "Get a good brand name so everybody will know that it is a particular kind of raisin they should buy. Then you will have to establish a standard of living, the whole prosper-

every raisin up to that brand. You can get the people to buy a thing once by advertising, but quality must sell your goods after that. Get a good brand name, then an inspection service, and see if we cannot increase consumption throughout the United States."

Sunny California. They picked the name "Sun Maid" for the raisins. You know in California we think we own the sun. We have "Sun Kist," "Sun Maid," "Sun Dried," "Sun Sweet," and so on. It really shows the effect of advertising. I wager that you men don't see a thing advertised that has the name "Sun" in it that you can't really connect it with California. A firm in Oregon had an advertisement with the word "Sun" and no matter where you take it they think of it as a California product. That is what they get for using "Sun" in a brand.

They picked the brands and you have probably seen the papers hundreds of times with a picture of a young girl under the "Sun Maid" brand. They are really sun-made raisins, because all the raisins out there are sun dried.

They started in to advertise, though not as extensively as they are doing now, and not as cheerfully as they are doing now—but they advertised. The first year this association was organized it sold a crop of 60,000 tons of raisins, and in addition it sold a crop of over 22,000 tons of the previous year's crop. They sold over \$2,000,000 of raisins in the first year at an average price of almost 3 1/2 cents a pound. For the first time in twelve years the growers of California, as a whole, made a distinct profit on the raisin industry. That was the beginning of a new day.

A MEMBER—That was 3 1/2 cents net to the grower? MR. SAPIRO—No; it would be 3 1/2 or 3 3/4 net to the grower, because we had to take out the packing charge and the so-called overhead. With most of our co-operating, on a scale of \$10,000,000 a year, the overhead amounts to 1 per cent—the so-called overhead—and about 1 1/2 per cent for advertising; 2 or 2 1/2 per cent for plants and depreciation and things of that nature. That is the average figure.

Production Problems. Well, the first year's result on that raisin industry was a terrible shock, but a pleasant one to the growers in that section of California. They suddenly went at their job in a new way. Instead of pulling up the vines they began to plant some. Year after year they got better prices for the raisins. They began to crop up larger crops, and, in spite of larger crops, received better prices.

They cropped up and up until they reached 1915 and the directors—of course they always kept a complete count of the new acreage coming in in California—suddenly discovered that instead of a normal crop of between 40,000 and 60,000 tons, they could count on 100,000 tons, or more that year. They got scared. They said, "We had better have another conference. We are going to have a huge overproduction." They called in the sales expert. He said, "There is only one thing to do; get people to eat more raisins."

"We knew that before we started," they said, "but how?" He said, "We must get a new use and get them to eat more raisins in that way."

They said, "What kind of use can we get for raisins?" This was in 1915, so prohibition was not a particular question at that time. This sales manager talked to a lot of women—more particularly to the German women, because the German women had been used to making things out of raisins. He found many of them made raisin bread—put a few raisins in a loaf and made a particularly delicious thing of it. He reported that the solution of the problem was raisin bread. They said, "How are you going to do it? We don't know how to start an industry like that, but go to it."

Creating An Appetite. He got in sixteen salesmen and taught them how to make raisin bread. Those sixteen salesmen had to go into a regular bakery and learn how to do it. Then he sent them all over the United States to the chief cities. They would go to the bakers and show the bakers how to make raisin bread. They would go into the bakeries and tell them, "Here is what you want to do. Take a half cent's worth of raisins and cook it in a loaf of bread and then charge an extra cent for that loaf of bread, and tell the baker that 6 cents

for a loaf of bread, instead of 5, because the children will be crazy to get it, they will find the raisins there and won't want any butter; they will be perfectly satisfied with the raisins, so you will save on butter what you spend in raisins." The dairymen didn't like that kind of argument, but it took.

These salesmen went all over the United States and introduced raisin bread. The first year they sold 700 tons of raisins for bakers' bread. The next year they backed up this demonstration with some general advertising in the newspapers and magazines. They sold 6,000 tons of raisins to the bakery trade. In 1919 they sold a little over 20,000 tons to the bakery trade. They found an absolutely new and legitimate use for raisins as a food, while they made more money on them, the price still kept going up. You have here the peculiar thing of an increasing crop with an increasing price.

They reached years when the average price of raisins was 6 1/2 or 7 cents a pound, yet at the same time the cost probably moved up about 3 1/2 or 4 cents a pound. They were making real profits. They increased production. They got to the point where the raisin growers even sent men over to China and to Japan to figure how they could introduce raisins. The prune growers did the same thing. You see, we all figured out that rice and raisins and prunes was a mighty good combination. We said, "Those fellows eat rice, maybe we can get those who have a little money to combine California products with Oriental appetites. They took it up very fast and very sympathetically. They found quite a few Japan and China firms who thought the fruits could be wisely introduced from California into those countries. They urged a campaign. Then came prohibition, and since prohibition raisins no longer have a food problem, but a booze problem, and it is still with us. Since that time the raisin growers, instead of receiving 8 or 9 cents a pound are getting this year almost 20 or 21 cents a pound for raisins, so that you no longer have a problem of any kind of merchandising.

The Sum of Results. But up to 1918, when it was a problem of merchandising, you had an increased crop every year and increased prices. Those growers had taken the industry, starting from the bottom and put in a new viewpoint. The men who had to sell the crops year after year had developed markets and made the whole industry profitable. They did a thousand times more in three years than the Low Five and the High Five had done together in all the previous years. It wasn't a matter of certain men being supposed to have commercial wisdom. The industry had a viewpoint from the viewpoint of the producers, not from the viewpoint of the middlemen. They demonstrated that.

I am going to tell you some of the real results they have had. First, I wonder if any of you men have ever been in Fresno since 1911, or in any of those little towns around there even before 1918. Those towns are supposed to be the most prosperous towns in the United States. Fresno today is pronounced the most prosperous town of its size in this country. You ought to see it. Prosperity shows all over, not only because it is crowded with automobiles, but because of the type and character of all of the buildings and stores and the business handled. You can go to the districts around there and see the farms. You don't see unpainted places, or places with out-houses. You find places as modern as the nicest cottages in Louisville. You don't find the rural population of the organized districts of California living on a plane lower than the city population. I don't refer to the grower with 1,000 acres, but to the man with ten acres, the small farmers as well as the large farmers. You will go through the rural districts and find the people with a new standard of living; no sign of the differences you men are accustomed to see between the big farmer and the little farmer and the so-called city and rural standard. They have not only been stabilizing their profits, but through stabilization in profits they have raised their standards of living.

The University of California is the largest in the United States. We have several universities in the State. The State is not a very large State in population. We used to wonder how that happened, because we knew the University of California is not equal to several others in this country.

The real answer is the enormous number of students coming from the organized rural districts. Wherever there are big co-operative associations, and therefore stabilized prosperity, an enormous number of the boys and girls go to college. The men give their children the very best things possible. Hardly a day passes in my office in San Francisco that some farmer doesn't bring his boy up to get advice as to whether he should send him to an agricultural college or try to make something else out of him in a professional way. They figure always on the best because they have brought farming to a stabilized condition where they can do it.

Co-operation alone did it. If you were to go into Fresno and were to ask the merchants there, or even the bankers, what contributed to the prosperity of Fresno, they would say two things—the raisin growers and the peach growers—the two big co-operative associations there.

How They Co-operated. Perhaps I can best illustrate by telling another story that a banker told me himself. He was once approached by a man who wanted to borrow \$10,000 for a vineyard. He said to him, "I know the vineyard, it is a good vineyard. The land is fair land. Are you a member of the association?" The fellow said, "No."

The banker handed him a contract. In most cases you will find that the bankers and the real estate men of Fresno and all the little towns around there keep the contracts of the association ready for any one who might want to sign them. The grower said he didn't want to sign a contract, he had made other arrangements about his raisins. The banker said, "I can't make you sign, I don't want to put pressure on you."

The grower said, "I have made arrangements to sell my raisins to Guggenheim."

The banker said, "Whose money are you asking for?" He answered, "I am asking you to loan me your money."

The banker said, "Yes. I and my associates own about 10 per cent of this money. If you want \$10,000, \$1,000 is mine and my associates, but who owns the bulk of the money?"

The grower answered, "Well, most of the raisin growers and the peach growers."

The banker answered, "What do you suppose they are in the association for? How many are in the association?"

"About 80 per cent are in the association," he said.

The banker said, "Exactly right. Do you know what Guggenheim is to the association?"

"Yes, Guggenheim fights the association."

"Then," asked the banker, "what is it you are asking me to do? You come here, come to us who handle the money of men who have made it through the association, and ask us to lend you some of that money so you can raise crops and sell them to the association. If I did that, would I be doing fairly to lend you the money?"

The grower answered, "I think you ought to let me have the money."

The banker said, "You can't have the money. If you want the money, go and have Guggenheim endorse your note and get it in San Francisco."

He didn't get the money. There are mighty few men who get money in Fresno who don't belong to the association because the bankers realize that property had absolutely come to the growers through their own efforts, and that these growers had lifted the whole district from absolute despair to prosperity. They were absolutely for the association.

The Signing. Then when they had the second signing for five years, you should have seen the growers. They formed teams and went through the entire district. There might be four growers and a banker in one team; and a banker and two or three growers in another team; and a merchant and a couple of growers in still another team. They would go from house to house and canvass the growers. Now, throughout the whole valley this co-operative movement is just like a religion. It has changed the viewpoint of the valley entirely.

That raisin story is as interesting a tale of merchandising as any that the Standard Oil Company or any other consumer organization ever knew in your life, ever accomplished. It was not done

by magic; it was done by the growers. It was a big fundamental thing that the growers saw from the bottom up. They didn't see it through the vision of a couple of middlemen. They began to study the problem independently from the ground up. They began to recognize that the agricultural industry didn't depend on the middlemen, but did depend on the fellows who had their entire investment in that particular industry, in the ground from which the product grows and in the labor that makes it grow. That is the fundamental thing. These men started to study from the ground up. They realized the only wise thing is to view it from the standpoint of the commodity and not from the standpoint of any one man's vineyard, and from the standpoint of the commodity, to work out a merchandising policy. You cannot do that unless you are the biggest factor in the handling of that commodity in the district where you have to sell it. That is the big thing these growers found out.

A World Movement. This movement is not merely a raisin movement. It is really a world movement. Only America happens to be backward in it. The best type of the movement in the world, outside of California, is in Denmark, where they have brought it to a high state of perfection for dairy products and egg products. You will likewise find it in Northern Germany, in France, in the Piedmont district of Italy. You will also find it in sections of Ireland. In America it has not spread widely because we have been headed in the wrong direction. In America the movement has spread well only on the Pacific Coast. In California alone they are doing over a \$250,000,000 business a year through these purely co-operative, marketing associations. In California we have associations covering every type of products—strawberries, pears, oranges, grape fruit, lemons, and so on, among the perishables.

Then there are the semi-perishables, as potatoes and eggs. Then the relatively non-perishable: the dried fruits, raisins, prunes, and so on. Then the non-perishables, almonds, walnuts, all types of beans, including limas, alfalfa, bottled honey, and things of that type. We don't merely cover one commodity or one type of organization. California experience covers a long term of years, and all kinds. It is a perfect laboratory in which men can learn a good deal about this movement. It has not developed in a day. It has not developed without a lot of failures; it has not developed without a lot of errors. But you learn from failures and you learn from errors. They have just about reached the point now where some of these associations have done more in two years than the old associations accomplished in ten, or twelve, or fifteen years, because they learned how from the experience of these earlier associations.

I say that developed in California, because in California it developed more or less independently. Whereas in the Middle West they started to develop what they thought was a co-operative organization, and some men have even suggested that type in Kentucky as a possible co-operative association for tobacco. I therefore am going back at this time to explain the difference between co-operative marketing developed from a farmer's standpoint and marketing developed from another standpoint.

An Important Distinction. There are two kinds of co-operative organizations today in the world that are worth real attention. One is the so-called co-operative marketing movement, which is a producers' movement. The other is a co-operative selling movement, which is a consumers' movement.

The consumers' movement developed first in a highway in England, and is known there as the Rochdale movement. The Rochdale movement has been a very huge thing. They have over 1,200 stores in England. The basic factor there is that England is not a producer of products. Their problem is a manufacturing and consuming problem. They developed from the consumers' standpoint. They had to have stores, had to have capital, had to let everybody buy, had to have patronage, dividends and all that sort of thing. It was a normal and right development for a consumer's movement. Then it began to go into manufacturing. This society has developed, and instead of buying everything now, it tries to manufac-

ture things. Today it is the largest employer of labor in England. There are 42,000 people employed in the mills and factories. Next they established steamship lines, coal mines and dairy farms. But that is co-operation developed from a consumer's standpoint. That is why you have to have capital to start with and give the so-called patronage dividend to the people who buy from you.

The Danish Farmers' Plan. We understand English in this country and we don't understand Danish. Therefore, it is only of late years that the Scandinavian groups have made known their contributions. When the American farmers heard of co-operation in England and so on, they started to co-operate on those lines. They started to build co-operative elevators and started co-operative tobacco buying. They thought that the right method of co-operation was to imitate the movement of the consumers' co-operatives. Take the Rochdale system, a consumers' system. Apply it to farms and marketing problems. What is the result?

Well, take the whole Mississippi Valley. You have 4,000 alleged co-operative grain elevators. The elevator will be organized with capital stock. It takes in as members primarily farmers and limits the dividends to 8 per cent. Then it proceeds to buy grain from the different growers, either members or non-members. It might buy your grain, Mr. No. 1, at \$1.40 a bushel. It might buy the next gentleman's grain at \$1.60, and the next one at \$1.80. And the manager says, No. 1 must come in and sell his wheat to me." As manager of the association, he doesn't tell him he thinks it is not wise for him to sell his wheat—because he must make some money for the co-operative elevator. He lets him sell at \$1.40, so that he can make a profit and not a loss. When this second gentleman comes in and wants to sell his wheat at \$1.60, the manager doesn't advise him either. Yet he is the paid servant of both of them. When the next man comes in he will buy at \$1.80 from him, expecting to make a profit. He is speculating on all three, doing the same as any speculator on the Chicago Board of Trade, except that he is owned by the farmers, and the speculators in the Chicago Board of Trade are owned by the city fellows.

An Unfair System. At the end of the year what happens? He will say, "I have made a lot of profit. Because No. 1 didn't guess right, and No. 2 didn't guess right, I have won something. There is a patronage dividend of 5 cents a bushel, so No. 1 gets \$1.45 for his year's experience; No. 2 gets \$1.65 for his year's experience, and No. 3 gets \$1.85. Two made money out of one; one made money out of two; and the association, which was supposed to be co-operative, has made money off the farmers instead of making money for the farmers."

That is the whole course of procedure of these so-called Rochdale stores and elevators throughout the Mississippi Valley. Each one stands as a separate unit and sells against the other elevator. As soon as they think the market is going to be high all dump their wheat in and proceed to swamp it. As soon as they think the market is going down they hold off until the banker puts pressure on them. It is not good merchandising. It is not co-operation. They are building the system from the wrong standpoint. That is why every time a crisis appears they men run around in circles holding indignation meetings, urging everybody to punish the firms who dare to break. The trouble is not with the men. They are modeled from the wrong standpoint. They started to follow a consumer model, instead of a model that would be developed naturally in a country that produced. That is fundamental. I have devoted some time to it because I want you to know that has been one of the most egregious blunders committed in the agricultural part of America. The worst of it is, the men who were supposed to lead—the university men as well—never knew the difference.

The California Idea. Those are the two lines along which America has developed the co-operative association. In California they have stabilized industries. That is why in California if the men do have a hard year the Non-partisan League cannot make them listen to its tenets.

The California farmers have found a way of salvation for themselves even in a hard year. Go somewhere else in the United States and you will find the League or something like that growing like wildfire, because it feeds on discontent. It offers to the farmer a political remedy. We have shown in California we can solve our own problems by purely economic means. We don't have to depend on politics or radicals; we just keep a solid businesslike arrangement.

This is almost universal in California. We have practically all the dominant industries there organized, except where it is impossible to organize them because of Japanese control. Some of our industries unfortunately are under an adverse element which will not mix. The Japanese believe in a feudal system. You will be surprised to know that in the San Joaquin Delta, where they raise an enormous quantity of potatoes, a little over half of the potatoes raised are controlled by one man, a Japanese. So we cannot organize potatoes very well except on a small white scale. But wherever the white man is, organization has been effected. And where organization has been effected in California, it has been effected on a huge scale. We have ninety-seven per cent of all the berry growers in Central California in one association; ninety-two per cent of the almond growers in one association; eighty-eight per cent of the raisin growers; eighty-three per cent of the apricot growers; eighty per cent of the prune growers; over seventy-five per cent of the walnut growers; over eighty-

per cent of the peach growers; seventy-five per cent of the lima bean growers; over fifty per cent of the pear growers; about fifty per cent of the alfalfa growers, and so on.

Just Try It With Eggs. We have even organized the egg industry. If you think any industry is hard to organize, just go out and study about eggs. Eggs not only come from America—the biggest producing State, of course, is Missouri—we raise less than five per cent of the eggs in the country in California. They come from China and from Australia, eggs of all kinds. We get Chinese eggs, buried in clay for six months so as to keep from spring to fall, then sold in the California market mixed up with the middle-western storage eggs. If you want to get eggs with a particularly Chinese flavor, just get those eggs that have been buried for six months.

We have to compete with eggs from all over the world. Yet we have a poultry producers' association, that handled last year fifteen million dozen eggs. Every egg is candled and graded and the proceeds pooled.

They have under contract 2,500,000 hens—the hens are not under contract to lay, but the owners are under contract to deliver. This year the association will handle over 20,000,000 dozen eggs.

So you can organize, no matter how difficult it seems at the start. The California idea has been spreading like wildfire. It has been adopted bodily by Canada. The Canadians are now organizing their wheat industry, 300,000,000 bushels, on a five-year plan. They took their model from the Washington Wheat Growers' Association. The cotton men are organized in several States on that basis. The tobacco men of Virginia and North Carolina and South Carolina have already started on the California idea.

JUDGE BINGHAM—Did you furnish those plans, for instance the Canadian plan?

MR. SAPIRO—I didn't mean to suggest it was my own movement.

JUDGE BINGHAM—But I wanted to get that before the minds of this group of men.

MR. SAPIRO—The movement is distinctly California—but from California it has spread and become nationalized at this time. We are not only starting organizations—but building up a few of them, actually working their marketing problems out.

Marketing of Grain. I want to tell you of the financing plan the Washington Wheat Growers use, which experts say is the most sound and economic plan ever evolved for growers of wheat. I have mentioned a great many associations and you men must have commented in your minds that these associations are all totally unlike. There are all kinds of industries; there are all kinds of problems in each. You have probably wondered, for these things are so different, wondered if there are any really fundamental principles through all that you can apply to tobacco, as well as to strawberries and beans.

The first thing you want to notice in practically every co-operative association in California is that it is based on the commodity idea instead of the locality idea. That means it was built up looking at the commodity you had to sell instead of the locality or place where you raised it. On the other hand, all the Middle Western co-operatives are built around one place.

Nobody cares where you produce wheat. They don't buy geography; they buy the product. If you raise something you think of the locality. If you buy something you think of the commodity. That is the first and dominant point in the California idea. We have had some failures. We had to go through an awful lot of experience to find that out. The orange growers organized locally, fighting each other, each trying to get into the same market. They couldn't understand why they didn't get anywhere. They suddenly realized they were organized from the wrong viewpoint. They had organized from the viewpoint of production instead of marketing. They started in to reconstruct. Today our orange growers' association is composed of 218 locals, federated into twenty districts, the districts federated into one central exchange.

Of course, all products have different problems. The problem of perishable products is routing. The problem of the nonperishable products is financing, so that you can have some and orderly marketing throughout the year. The routing of the California Fruit Growers' Association is done through one office that routes practically every car of oranges.

The Lessons of Experience. It took many years to learn that. We were so stupid that our other associations didn't even learn from the bad experiences of the orange growers. The prune growers had to be bumped themselves before they recognized that. The prune growers were organized locally. At Santa Clara when they started the organization the buyers came and said: "You shouldn't go in with the Napa men. They want you because everybody knows that the Santa Clara prunes are the most desirable. The Napa prunes are not so good. You should come in with the Santa Clara men, because you have larger prunes." They convinced them that Santa Clara wanted to get the benefit of the larger sizes.

They organized the two separately—and they broke each one separately. They busted good and hard. The growers in Central California have still a monument of over a half million dollars in a big packing plant—they lost it in one year, because they organized locally. You pass it every time you go from San Francisco to the present headquarters of the prune industry. It was the best thing that ever happened to the growers—because it kicked them into the modern







